Crime and Justice Research Alliance

Media Training Highlights

March 29, 2017
What is Newsworthy?

- Research
  1. New (forthcoming)
  2. Timely topic
  3. Wide reach

- Timely topics
  - Industry expertise

- Original content
  - Blogs, bylines or op-eds
Message Development

- Introduction
  - Who you are
  - What you’re doing
  - Why it’s important

- Three key messages
  - Research findings
  - Impact/significance
  - FUBO

- Common language
- Desired headline

Reducing the California prison population didn’t increase crime

These changes might be long-lasting and also bring benefits. For businesses, the changes could be significant. The changes in the state of California have brought about new opportunities and changes.
Print Interviews *(Before)*

- Confirm logistics
  - Time zone, number
  - Topic and questions
  - Previous coverage

- Create a cheat sheet
  - Three message points
  - Facts, figures, statistics

- Reactive inquires
  - Buy your time

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Cheat Sheet

1. What did you find?
2. Why is it important?
3. What are the implications?
Print Interviews *(During)*

1. Establish credibility
   - Introduction

2. Purpose of interview
   - Answer questions
   - Provide examples
   - Hit message points

3. Anything else?
   - Hit remaining points
   - Offer to be a resource
Print Interviews (After)

- Thank the reporter
  - Follow-up with additional items

- Repurpose articles
  - Promote on social
  - Keep track for files

- Requesting corrections
  - Factual errors
  - Quotes are fair game
Reporter Relationships

**DO**
- Respect their time
- Nurture relationships
- Promote their articles
- Be resourceful
- Follow-up

**DON’T**
- Talk about other stories
- Go off the record
- Try to fill the silence
- Be negative
- Ask to see the story
Bridging Techniques

• Answer the question
• Bridge to message
• Conclude on positive note

“Before we move on to another subject, I would like to add…”

“That’s an important question, but what I’m here to talk to you about is…”

“There are other experts who have studied that issue more closely, but what I can tell you is…”