The Challenge

“The challenge in media relations is to find the right journalists, and earn their trust through understanding their needs, factual information and a healthy measure of good humor.”

- David Henderson

Media Relations from a Journalist’s Perspective
Committed to a fair and equitable property tax system for Hoosier taxpayers.

They're just like us!

They wear glasses!

They sport life jackets!

Media - they’re just like us!

They cook in funny hats!

They chat at the hair salon!

They have fishy friends!
What do the “Media” want?

- Exclusives!
- Anytime!
- Anywhere!
- Relevant!
- The Best!
UPDATE: I-94 about to reopen after cattle hauler crashes, burns

Westbound motorists on I-94 are being diverted off at the Michigan City/U.S. 421 exit Tuesday morning while cattle and a wrecked semi are being removed. Police anticipate the highway will re-open at 7 a.m. CDT. Comments (7)

RELATED CONTENT
- Boy, 4, dies in crash near Three Rivers
- Air show goes on after jet crash
- Arizona officials ID wrong crash victims in fatal accident
- Mysteries persist a year after crash that killed 8
- Couple's test drive ends in crash — into own home
- Man crashes into Elkhart County barn

Main break leaves New Carlisle without water

NEW CARLISLE — Water customers in the Town of New Carlisle will be without water until approximately 8 a.m. Tuesday, as crews work to repair a main break. Comments (0)
Why speak to them?

Weekly Standard Reporter Shoved Outside of Democratic Fundraiser

Published January 13, 2010 | FOXNews.com

Fitzgerald: No Comment On Blago

July 22, 2010 - 2:12 PM | by: Robert Lee

CHICAGO - The U.S. Attorney responsible for bringing the charges against the former Governor of Illinois, refused to share any reaction today on the case as it heads to closing arguments on Monday. "You can keep asking questions, but your going to get the same non-answer," said Patrick Fitzgerald today at a joint FBI, U.S. Attorney and City of Chicago Police press conference on a large drug and weapons bust in Chicago.

The former Governor’s defense rested yesterday without calling any witnesses including the former Governor himself, saying the prosecution never proved their case or brought on the expected witnesses, bringing to a close a trial that had been expected to last much longer.

Watch the clip here and a portion of yesterday's courthouse press conference.

A supporter of Senate candidate Democrat Martha Coakley helps journalist John McCormack of The Weekly Standard as Coakley looks on as she was leaving a fundraiser in Washington, Tuesday, Jan. 12, 2010. (AP)

The rough-and-tumble world of politics was on full display Tuesday night when longtime Democratic strategist Michael Meehan was caught on videotape showing a reporter for the Weekly Standard into a metal railing, reportedly giving him a large tear in his pants.
When a reporter calls....

- Relax!
- Identify the reporter.
- Ask questions.
- Take time to prepare.
  - Gather your notes.
- Return calls promptly.
Interviews

- Types
- Before the Interview
  - Preparing
  - Dressing
- During the Interview
- After the Interview
Types of Interviews

- TV News
- Radio News
- Radio Talk Show
- Newspaper
Preparing

- “Media Standby Document”
- Message Strategy
- Practice
Dressing
During the Interview

- Posture, Body Language
- Face, Voice and Tone
- Delivering your message
Posture / Body Language
Face / Voice / Tone
Delivery
Never-Never Land

- Never lie.
- Never say “no comment.”
- Never repeat negative statements.
- Never rush to answer.
- Never speculate.
- Never fill dead air.
- Never use jargon.
After the Interview

- Follow up
- Evaluate
- Correct errors
- Thank you
Special Guests

- Niki Kelly
  - Fort Wayne Journal Gazette
  - [www.jg.net](http://www.jg.net)

- Lesley Stedman Weidenbener
  - Louisville Courier-Journal
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