

**May 2018**



**MEDIA TRAINING**

**TIPS & TRICKS**

**FAQ about Working with the Media**

**What if members of the media call me or visit my library location?**

* If you receive a phone call from a member of the media, or if a journalist visits your location, please contact the Community Relations Department. It applies during normal business hours and after hours:
	+ Tamara King at 803-929-3466 (o) I 803-457-0269 (c) I tking@richlandlibrary.com

* + Emily Stoll at 803-231-6388 (o) I 803-587-3637 (c)I estoll@richlandlibrary.com.

**Please be prepared to collect the following information to relay to the Community Relations Department:**

* Name/Title
* Organization/Publication
* Contact Info
* Story Pitch/What They’re Covering
* Filming Location
* Deadline/Air Time

**What to Do after Contacting Community Relations**

**If the media request is approved:**

**Accompany them around**

* We want to make sure members of the media are able to get what they need without disturbing our customers’ experiences. Be sure their equipment doesn’t get in the way. On the other side, be sure our customers don’t pester members of the media and prevent them from wanting to come back.
* You can watch what is being filmed or listen to who members of the media are interacting with.

**Take them where action is**

* Members of the media are often faced with a deadline or have multiple stories to cover. Showing them where the story is taking place helps members of the media get in and out more efficiently.

**Good visuals**

* Think how you would tell people about the story that members of the media are working on. You would want it to showcase the positive elements of the resource, service or program that is getting attention.

**Speaker readily available**

* Library staff members should help arrange on-camera interviews and seek permission from customers to help facilitate a smooth interaction.

**Clarify who you are & what you’re talking about**

* Do not take offense if a journalist doesn’t know who you are – even if they spoke with you on the phone. Members of the media encounter a lot of people on a daily basis, which is why it’s important to reinforce your name and talking points.

**Have talking points handy**

* The Community Relations Department will typically provide talking points for prearranged interviews.
* If talking points aren’t available, we can speak over the phone about key messaging before the interview takes place. It will help in collecting your thoughts and giving an informed, coherent soundbite.
* Remember, what you say can live on forever because of the option for video clips to go viral.

**Adjust the microphone**

* Before conducting a radio or TV interview, make sure you pull the microphone close to your mouth, so it’s at a comfortable height. If a journalist clips a microphone to your clothing, move your hair and accessories, so it won’t muffle the sound.

**How I Should Respond to the Media**

**Provide basic info**

* The most important information that you can relay to a journalist are the 5-w’s and

1-h… who, what, where, when, why and how.

**Connect to bigger picture**

* Members of the media find it more newsworthy if you can connect a local angle to a national story.
	+ For example: If you have a film screening or light saber demonstration planned for May the 4th Be with You, it has a good chance of getting some traction.

**Think about figures or tidbits to enhance story**

* Personal or customer experiences really add to the impact of a story.
	+ For example: If you are talking about employment barriers, including incarceration, you may remember assisting a customer who was overcoming that issue and eventually shared a story of getting a job.

**Talk in soundbite/quote**

* Half of what you actually tell a journalist is going to make it into a story. Therefore, keep your message clear, concise and impactful.

**Be conversational**

* Don’t hog the spotlight. Allow the individual who is interviewing you the opportunity to interject or ask you questions.
* You can even pose questions back to members of the media.
	+ For example: A media outlet is interviewing you about your recently-renovated building and asks what your favorite part of the design is. You can answer the question, and then ask what the reporter likes best.

**Keep your composure**

* Look at the person who is conducting the interview rather than the camera.
* Try not to fidget or move around. It could impact how you look on camera.
* Assume the microphone is always on!

**Always plug richlandlibrary.com**

* It’s a resource where journalists can pull additional information or route their viewers to.
* Be sure to point out the “Newsroom” tab on the front page.

**I Need to Be Aware/Prepare for What Else**

**Customer privacy**

* Members of the media should be advised that the library works hard to protect the privacy of our customers. If they are shooting close-up footage of specific customers, please make sure that customer is comfortable with being filmed.

**Members of the media aren’t experts**

* They often have little time to research a subject (particularly if the issue is one associated with breaking news.)
* They will rarely have any expertise in your field, and they will be expected to produce visually-compelling reports that directly impact their viewers in a short amount of time.

**Tight deadlines**

* Be mindful that a journalist typically has a matter of hours to one day for completion of a story.
* Take down their name, contact information and deadline. Let them know you will try to get them the information that they need before the deadline.
* If you cannot get the information in a timely manner or are waiting on a missing piece, apologize and let the journalist know. Not communicating at all may prevent them from coming back.
* It’s important to note, do not rush to get a journalist information just so they can make a deadline. We want to provide them with the most accurate details by using key messaging.

**Social media**

* It’s a medium for journalists to get the message out right now. Be prepared for them to take pictures and video that gets posted directly to sites – such as Facebook, Twitter and Instagram.

**Web additions**

* Because time is tight in news, you may want to offer additional details that journalists can use to enhance their stories online.
	+ For example: It’s Black History Month, and members of the media decide to cover the first of 10 events that are planned. At the end, you can promote the next event and let them know that all of the events can be found online.