

NEWS MEDIA SURVIVAL

Basic Skills for Dealing with Reporters

Part 1: Introduction

- Why are we here today?
- What should you take home from today's session?
- Workshop format

Part 2: Who are these Guys?

- Who are the news media and what do they want?
- Media's role in society
- The business of news: Sales, Circulation, Editorial
- Classes of journalists: interns, reporters, editors, editorial board, publisher

Part 3: Rules of Engagement

- Media inquiries
- What should you ask?
- Deadlines
- The media inquiry v public records act request
- Your rights in an interview
- Your responsibilities in an interview

Part 4: The Interview

- Preparation
- Who speaks?
- Truth
- Listening and thinking
- Gotcha!
- Denial
- Dress for success (television)
- The setting

Part 5: Putting it Together

- Live on-camera training and review

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