

Media Relations

Steven R. Van Hook, PhD

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:: Media Samples ::



Russia TV Bureau Chief
Circa 1990



TV Anchor
Circa 1987

Radio Reporter
Circa 1985



Newspaper Writer
1980s –

Media Relations - Pros & Cons

Good:

- Lends credibility
- Reaches many people
- Develops relationships with media
- Gets your message out quickly
- It's free!

Bad:

- Less control over messages
- Media coverage is not guaranteed
- Might not reach target audience



Appeals & Tactics

APPEAL

- Security
- Possessions
- Imitation
- Health
- Sex
- Curiosity
- Beauty
- Play
- Importance
- Pleasure
- Love
- Avoid Pain



TACTICS

- Straight Sell
- Educational
- Testimonial
- Humorous
- Dramatization
- Artistic

POSITIONING

- Newest
- Best
- Cheapest

DEMOGRAPHICS

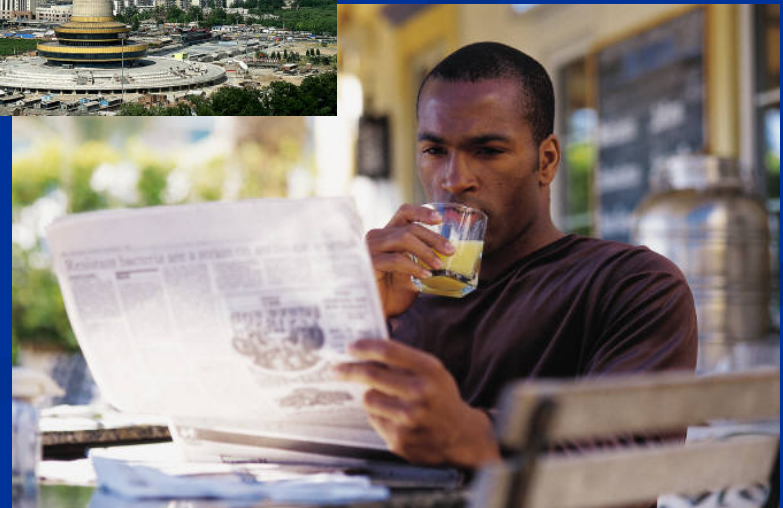
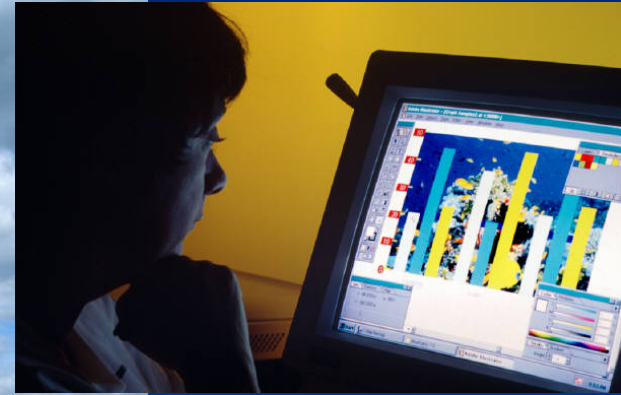
- Age
- Gender
- Income
- Culture

Media Appeals

- Immediacy or Timeliness
- Proximity
- Consequence
- Conflict
- Oddity
- Sex
- Emotion
- Prominence
- Suspense
- Progress

Media Varieties

- **Print media:** Provide more in-depth coverage.
- **Television:** “Pictures with words.”
- **Radio:** Right *now* medium.
- **Internet:** Global and immediate.



Media Releases, Kits & Conferences

- **Media Releases:** newsworthy, single-page, short paragraphs, nicely formatted, good contact detail ([sample](#)).
- **Media Kits:** media release, photo, bios, fact sheet, clips.
- **Conferences:** only most newsworthy events, meet the needs of reporters, keep it short, feed them.



The Dan Rather Rule



*There are only three
right responses to a
reporter's question.*

- Yes, I know the answer, and here it is.
- No, I don't know the answer, but I'll find out.
- Yes, I know the answer, but I can't tell you.

Ten Steps to Manage Interviews

- Understand why the reporter is there.
- Understand the basic truth about most reporters.
- Understand the limitations of journalists.
- Prepare for questions you don't want.
- Mistakes occur.
- Anticipate reporters' questions.
- Tell everyone a reporter is coming.
- Understand journalistic ethics.
- Get the reporter's contact data.
- Don't expect too much.

Hostile Interviewers

- Machine Gunners
- Interrupters
- Paraphraser
- Dart Throwers

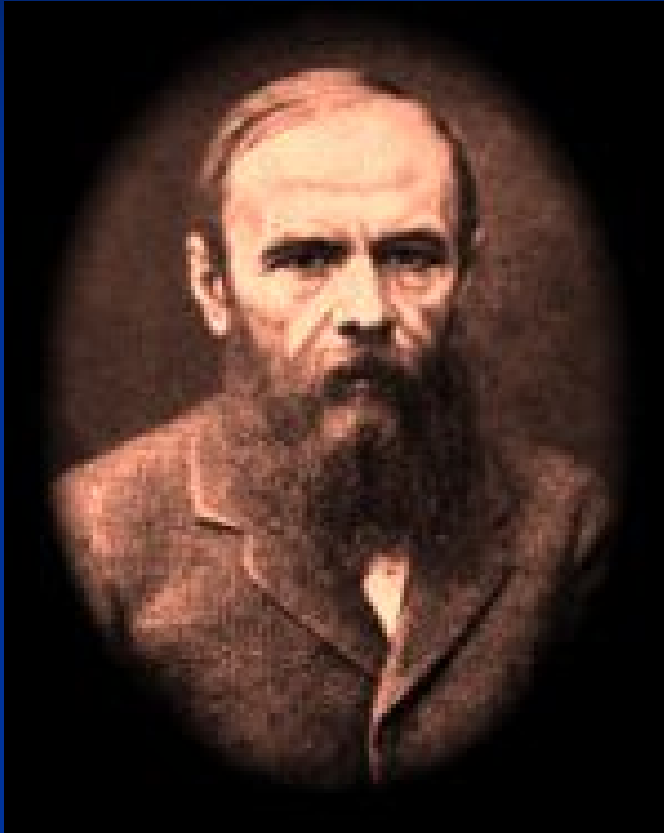


Three Fatal Interview Mistakes

- Treat the interview as a conversation
- Overload the system
- Merely answer questions



Fyodor Dostoevsky



“If people around you will not hear you, fall down before them and beg their forgiveness, for in truth you are to blame.”

Recommended Articles

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