Working with the Media

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Symbiotic Relationship
What Do YOU Want to Get?

• Demonstrate your expertise
  – Can explain difficult concepts
• Publicize your research
• Publicize your organization / department
• Publicize UNH
• Fame!
What Media Wants

• Expertise
• Content
• The “expert” opinion
Dangers

• Story may already written, just looking for a quote
• Being misquoted
• Non-attribution
  – If you’re burned, don’t answer the phone!
• Stepping out of your comfort zone
Keys to Clear Message

• Be on point
  – You will be quoted. Your comments will not be “spruced up”.

• Prepare press releases that quote yourself
  – Use AP format

• On TV, keep things short.
  – Sound bites are real and desired!
UNH Resources

• UNH Media Relations
  – Advertising (expert list)
  – Advice
  – Writing for media
  – ISDN Radio
  – ReadyCam Broadcast Studio