



Media Training 101

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About Brendan

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Pennsylvania Coalition
of Public Charter Schools

Topics for Training

- 1 What is media?
- 2 Working with the press
- 3 Telling your story
- 4 Tips and Suggestions

What is Media?



THE WALL STREET JOURNAL.



reddit

The Washington Post

TIME

BuzzFeed

THE HUFFINGTON POST



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Four Types of Media We Will Cover



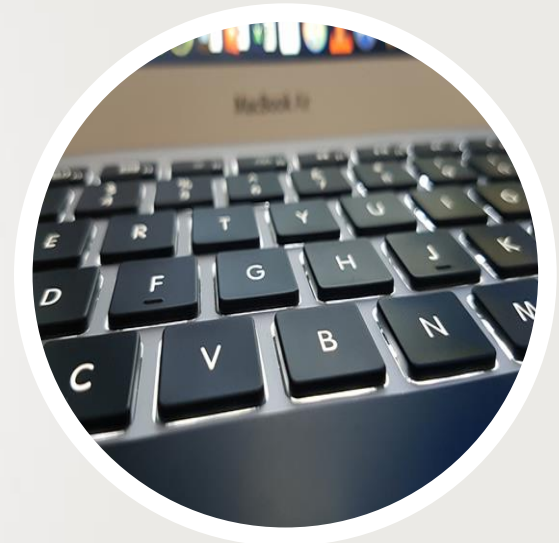
1 Print



2 Television



3 Radio

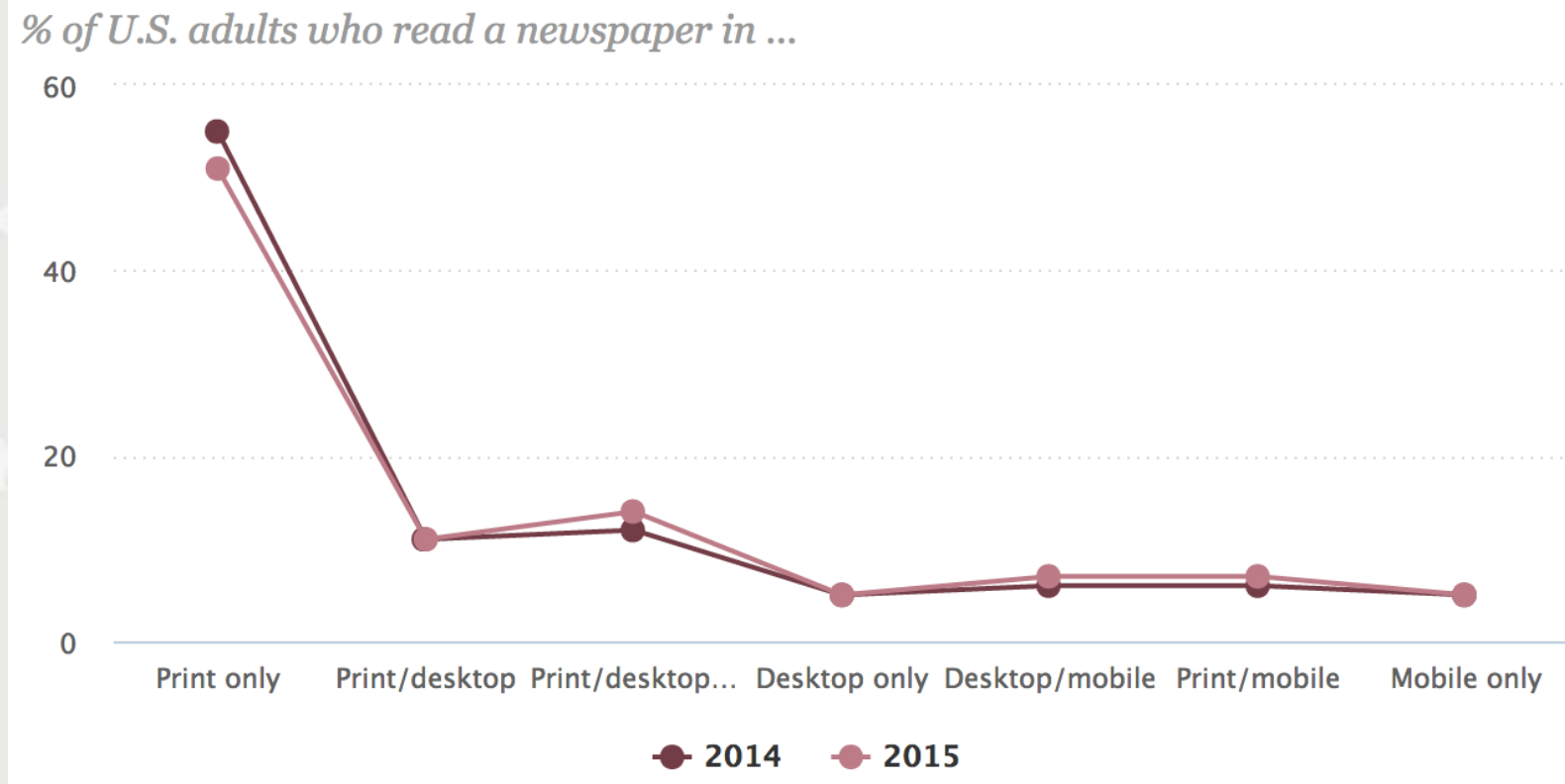


4 Internet



Print

Declining in readership but still very influential



Examples of Print

National

The New York Times
THE WALL STREET JOURNAL.
The Washington Post
 **USA TODAY**TM
 **Associated Press**

Los Angeles Times
HOUSTON  CHRONICLE
The  State
THE  SUN
The Philadelphia Inquirer
 The Atlanta
Journal-Constitution
THE DENVER POST

Regional & State



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Television



National networks often drive the content for local news.



Local affiliates are most trusted source of news for mainstream voters.



Cable news tends to be more partisan in nature.



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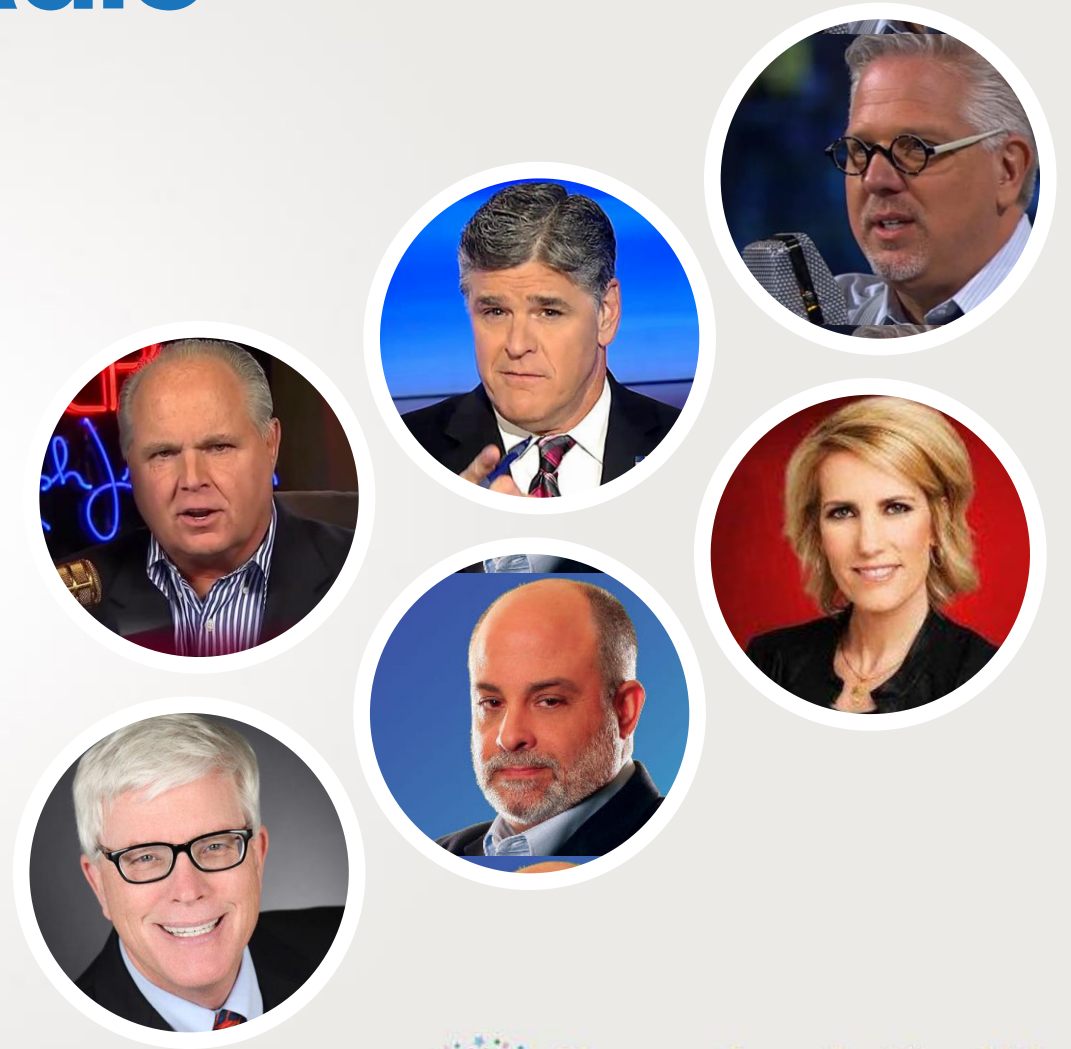
Public Radio

- National Public Radio, local public radio, FM band
- In depth stories, beyond the sound bites, moderate to liberal audience



Conservative Talk Radio

- National and local shows
- AM band, often feature call in opportunities
- Regional hosts and shows that mimic national ones
- Many conservative talk radio stations are Christian



Internet

Ideological Outlets

Hundreds of
thousands of
unique visitors
per day.

Traditional Media Outlets



The New York Times



YAHOO!
NEWS

The Washington Post

POLITICO

DRUDGE REPORT

THE HUFFINGTON POST

Slate **newsmax**
Independent. American.

DAILY KOS 

NATIONAL
REVIEW

 **reddit**



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Understanding Media

- Build relationships with reporters, editors, producers
- Read their articles and become familiar with their writing
- Connect with them on social media
- Show up at events where they are working
- Be a good source, help them do their job, meet deadlines, return calls



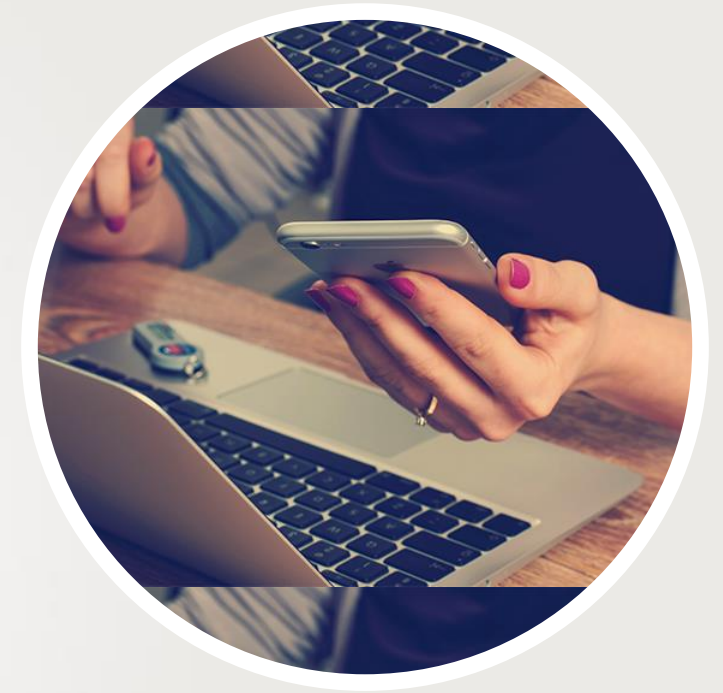
Understanding Media

- Create and manage a media list in excel, Highrise, or MailChimp
- Communicate frequently via email, phone, and face to face
- Read what reporters are writing so you understand their beat
- “Like” your local and state media outlets on Facebook and follow them on Twitter



Speaking with Reporters

- Always return their calls, even for a “no comment”
- It’s okay to say, “Let me get back to you. What’s your deadline?”
- Assume everything is “on the record” but set parameters first
- On the Record, On Background, Off the Record
- Always record your conversation for your own notes



Once the Story Breaks...

- Email the story to reporters, producers, editors, bloggers (always bcc)
- Tweet the article using a widely used #hashtag
- Share the article on your facebook page and tag influential people
- Consider boosting posts for \$10 - \$20 each
- Follow up with reporter, make any corrections, thank them

Social Media Marketing



Facebook

- Share relevant, compelling, timely content
- Videos, photos, and infographics are best
- Facebook live feature for interviews, press conferences, speeches, rallies, town hall meetings
- Post often and track your metrics
- Build your fan page with paid advertising

Social Media Marketing



Twitter

- An elite audience of journalists, activists, capitol staffers, legislators, lobbyists,
- Follow them, and they will follow you
- Retweet, DMs, Likes
- Quality vs. quantity of followers

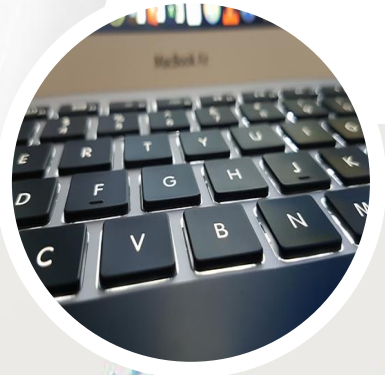


Instagram

- Great if you have high quality and interesting photos
- Use for telling personal stories that pull at heart strings
- Highlight stories about changing lives

Ways to Get Your Message Out

- Op-Eds
- Letters to the Editor
- Your website
- Press releases
- Press conferences



Ways to Get Your Message Out

Op-Eds

- 450 to 700 words
- Contact editorial page editor via email and phone
- Include text, title, author, bio, and word count

LTE's

- 150 to 250 words
- Short, direct, lead with strong points
- Make it relevant to recent news or editorials
- Submit similar letters in same week

Ways to Get Your Message Out

Your Website

- Include a “news” or “blog” section
- Post all emails to members, press releases, news hits,
- Frequent posting with tags increases online traffic
- Good placeholder for your videos, photos, and talking points

Ways to Get Your Message Out

Press Releases

- Create a template that you can use frequently
- Purpose is to alert media to an event, new program, new hire, legislative movement, etc.
- 300 to 400 words with who, what, when, where, why
- Include as text, not an attachment

What Makes News?

- “Man bites dog” – something out of the ordinary
- “If it bleeds it leads”
- Find your angle to pitch – personal stories, awards won,
- Events – high profile spokesperson
 - Elected officials, celebrities, local community leader

Press Conferences 101

- Find a location that's easy to find, has good parking
- Keep it short – 30 minutes or less
- Limit the number of speakers and length of speeches
- Send out a press release one week before, one day before, and morning of event



Press Conferences 101

- Hand out copies of press release at event
- Press riser for TV cameras and photographers
- Power, AV, wifi, lighting, extension cords – TEST EVERYTHING
- Frame your press conference with real people
- One general theme and three sub messages

Summing It Up

- Earning media is about building relationships, working hard, and being a good source
- Be aggressive, proactive, and determined
- Understand incentives of media outlets – good story, advertising revenue, “clicks”
- Spread your message via print, radio, TV, and internet
- Share newsworthy content in a timely manner



Thank You!

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