

# **MEDIA RELATIONS**

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# THE FIVE W'S

- Who
- What
- Where
- When
- Why

# THE FIVE W'S

- Who
- What
- Where
- When
- Why

**“A lie gets halfway around the world before the truth has a chance to put its pants on.”**

# WHO

- You
- Your audience
- Your transmitter
- Your receiver

# WHAT

- Event (timeline)
- Audience relation
- TV, Radio, Newspaper, Internet
- Goal of delivery

# WHERE

- Event location
- Radius of event / coverage
- Reach
- Mobile? Office? Home?

# WHEN

- Event
- Audience needs
- Media needs
- Best time or day for delivery

# WHY

- Motivation / Reaction
- Alert? Call to Action? Awareness?
- Best format
- Care / Need / Want



# RELATIONSHIPS

- Be human
- Be accessible
- Be accountable

# BEST PRACTICES

- Have a media strategy for issues
- Have a media policy on who speaks
- Plan for proactive & reactive media
- Have consistent messages
- Have a goal and stick to it

# BEST PRACTICES

- Know your audience
- Know your outlets
- Know your reporters
- Know your stuff

# NO MATTER WHAT...

Some days you're the windshield,  
some days you're the bug.

# NO MATTER WHAT...



**Stephen Colbert** @StephenAtHome

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Pope Francis said the internet is "a gift from God." Sounds like somebody hasn't scrolled down to the comments section yet.

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# THE NEW REALITY

- “Whether or not the surplus of misinformation doled out yesterday is an inevitable byproduct of an information-addicted, ready-access environment remains to be discussed in future days and weeks. The news organizations of the three major networks are staffed and organized so that no effective system exists during coverage of a crisis of global sport to screen out rumor, gossip, hysterical tale-telling, hearsay and tongue-wagging.”

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~ The Washington Post, 1981

# THANK YOU!

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