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Center

Media Sense and Savvy: Getting the Scoop on Effective Media Engagement

May 24, 2016

1:00-2:00 p.m., EDT



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Welcome



- ▶ **Lori Agin**, Model Systems Knowledge and Translation Center (MSKTC)
- ▶ **Nancy Chiaravalloti**, PhD, Project Director, Northern New Jersey Traumatic Brain Injury System (NNJT BIS); and Director, Neuroscience & TBI Research, Kessler Foundation
- ▶ **Carolann Murphy**, PA, Communications Manager, Kessler Foundation

Objectives

- ▶ Gain a general understanding of today's media landscape.
- ▶ Define today's media relations and understand key elements.
- ▶ Learn how to create newsworthy stories about your research and program.
- ▶ Learn about one Model System's effective engagement with the media and collaboration with their in-house communication team.

Today's Media Landscape

Who and What Are Considered Media?

▶ **Journalists**

- News editors, reporters, and columnists
- News producers and anchors
- Magazine editors, columnists, writers, and freelancers

▶ **Bloggers**

- Credentialed and noncredentialed writers
- Treat bloggers professionally to enhance relationships

▶ **Media Outlets**

- Print (newspapers, magazines)
- TV and radio
- Online
- Blogs

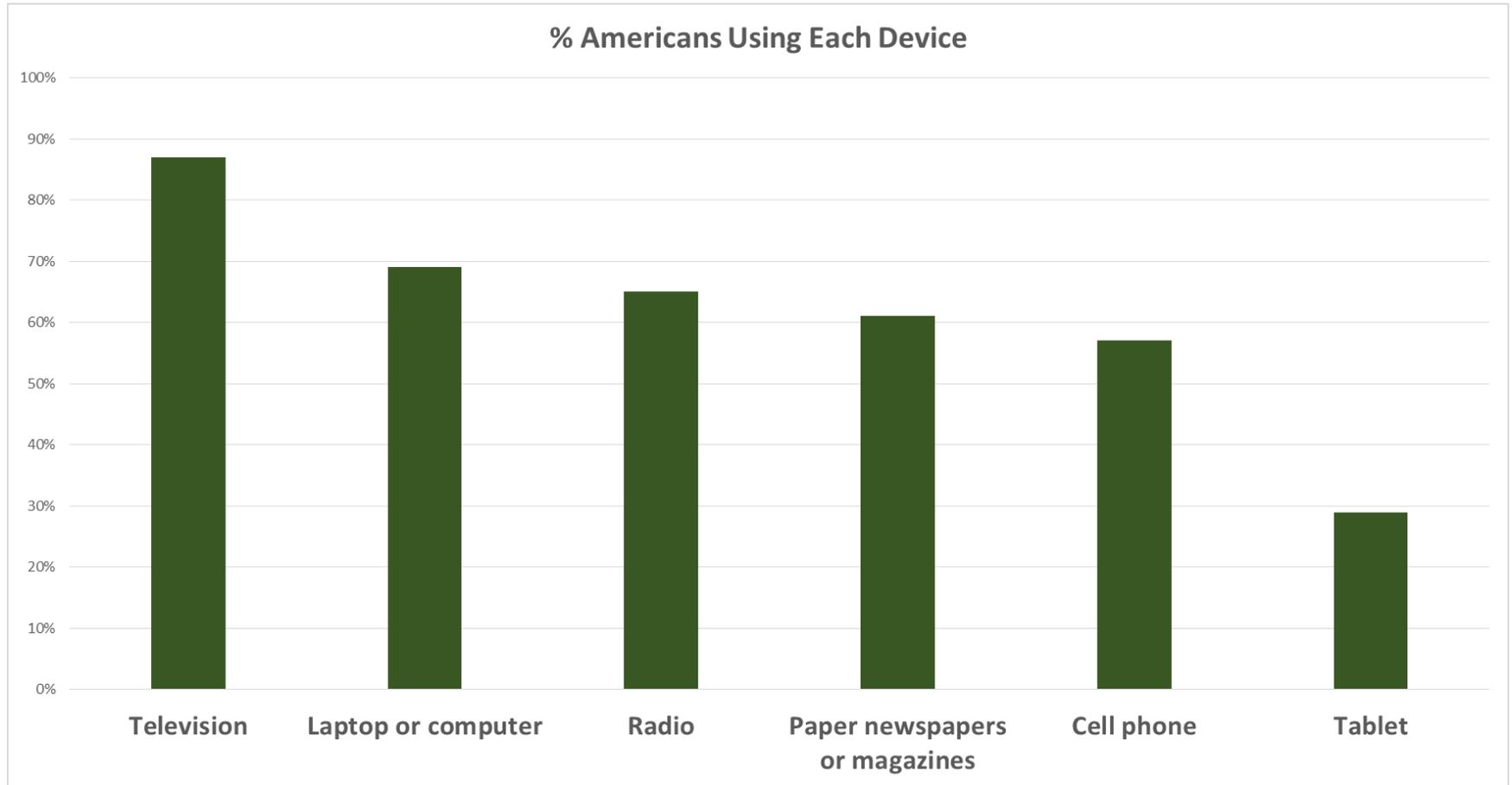
Today's News Media Channels

Newspapers	Magazines
National, regional, and local	Focus on detailed, fact-driven information
Community weeklies	Content targets a specific audience
Stories focus on the five Ws (who, what, when, where, why)	Longer lead deadlines (2 to 3 months in advance)

Today's News Media Channels (cont'd.)

TV/Radio	Online
Significant growth in cable TV, satellite radio	Online only (<i>Huffington Post, Yahoo News, BuzzFeed</i>)
National networks focus on national news, trends	Online editions of traditional media (<i>New York Times, Washington Post</i>)
Longer format shows offer in-depth reporting	Can have different editorial staffs
Local stations focus on local issues, organizations, people	Stories may run on only one format; not guaranteed in both

News Consumption in the Digital Age



Sources: This research was conducted by the Media Insight Project, an initiative of the American Press Institute and the Associated Press-NORC Center for Public Affairs Research.

What's Your Media?

- ▶ In the last 48 hours, what have been your news sources?
- ▶ In the Chat Room, share:
 - What was the name of the news outlet?
 - What was the platform?

Strategic Communications and Media Relations



Communication Goals

Strategic communication:

The right message

through the right media

to the right audience

at the right time

and with the right effect.



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Strategic Communication Goals

- ▶ What are you looking for the media to do?
- ▶ What do you want your media's audience (your target audience) to do after they have read/heard/watched your messages or news story?
- ▶ How will you evaluate the effectiveness of your media outreach? What will you evaluate?

What Is Media Relations?

▶ Proactive media relations

- Work with reporters to share information about your organization's research and/or program widely.

▶ Reactive media relations

- Respond to reporters' requests for information and interview requests.
- Respond to negative news coverage.
- Join the discussion space.

- ▶ Continuously evaluate current media conversations to determine how to start, respond to, and join them.

Audience Quiz Question

- ▶ What do you want your media's audience (your target audience) to do after they have read/heard/watched your messages or news story?
 - Using the chat feature, state briefly what you want to see as the result of your news story.

Creating Newsworthy Story Pitches

- ▶ Sources for stories: new science, new research findings, patient outcomes, trends in the news, comments in the discussion space

For your story, consider:

- ▶ The current landscape of your work
- ▶ The audience you want to reach
- ▶ Media sources that the audience trusts

Creating Newsworthy Story Pitches (cont'd.)

- ▶ Ask yourself:
 - What is the scientific or human impact of your work?
 - Is it supporting or bucking a trend?
 - What distinguishes your topic/work from that in similar research fields?
 - Why should the journalist's audience care and want to know?
 - Does it have national and/or local impact?

If no media outlets pick up your story:

- ▶ Don't stop at no.
- ▶ Blog your own story.
- ▶ Use your organization's online and offline media.

Media Example in TBI: The American Academy of Neurology and Sports Concussion Research News Story



Summary of News Story



- ▶ The National Football League (NFL) has continuously attracted the media spotlight and criticism over its reluctance to advance concussion research to protect former, current, and future players.
- ▶ The American Academy of Neurology (AAN) released a study; results revealed that more than 40% of retired NFL players showed signs of traumatic brain injury based on sensitive MRI scans called *diffusion tensor imaging*.
- ▶ The study generated much media coverage across newspapers, broadcast media and blogs that furthered the discussion and exploration of the many facets of this important issue.

Types of Media Coverage: Online, Print, Blogs, & Broadcasts

Los Angeles Times

An **opinion article** was published in the *Los Angeles Times*.

CBS SPORTS THE NATIONAL LAW REVIEW

The study generated news coverage from an array of outlets with diverse audiences.



AAN developed a **TV and radio public service announcement**.

CBS News developed an online **article** and mentioned the study during a **news segment**.

When In Doubt, Sit It Out (60 Sec - TV)

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Select Media Appearances



Radio Interviews



- ▶ Dan Raviv's CBS Weekend Roundup
- ▶ Speaking of Health with Dr. B
- ▶ WTOP Sports Radio (Washington, DC)
- ▶ WSBT Sports Radio (Indiana)
- ▶ Jim Parker's Barrier-Free Futures
- ▶ Joyce Bender's Disability Matters

Media Relations Overview

- ▶ Combination of proactive/reactive PR
- ▶ Outreach combines traditional and new media
- ▶ Have worked with/without external PR firm
- ▶ Inquiries may come via scientists and/or communications and through partners
- ▶ Leads are generated from multiple sources, including news, trending topics

Resources

- ▶ Three-person communications team: manager, videographer, senior specialist
- ▶ Press release distribution services: EurekAlert, Meltwater
- ▶ Social media channels: Facebook, Twitter, SoundCloud, YouTube, Kessler Foundation Blog
- ▶ Media monitoring/tracking service
- ▶ Access to external PR for special projects/topics
- ▶ Periodic in-house media training sessions

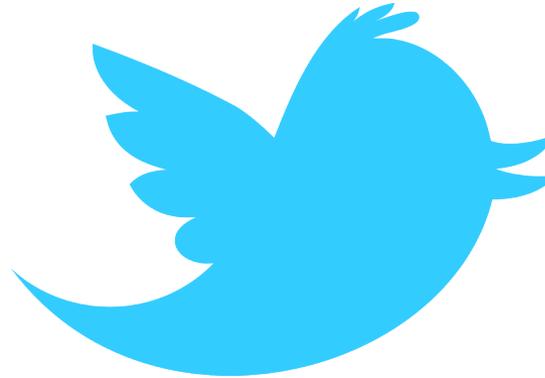
Foundation's Commitment

- ▶ Support for internal communications capabilities
- ▶ Support for professional development and thought leadership
- ▶ Emphasis on media readiness
- ▶ Recognition of the importance of publicizing research
- ▶ Emphasis on translating research findings to clinical care

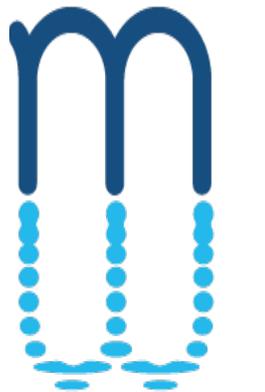
Media Outreach

- ▶ Press releases
- ▶ Media advisories
- ▶ Direct contact with reporters/journalists
- ▶ Letters and op-eds

Media Outreach



YouTube



meltwater



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Flexible Framework

- ▶ Editorial calendar ideas
 - Designate commemorative months/days/weeks: Time release of blogposts, videos, podcasts, news releases.
 - Track the status of important research articles.
 - Plan outreach around conference participation.
 - Capitalize on hot topics that tie in with research.

Noteworthy Placements



TEDxHerndon

x = independently organized TED event

Challenges

- ▶ Time constraints; scheduling difficulties
- ▶ Reluctance to engage with media
- ▶ Inexperience interacting with media
- ▶ Ensuring proper messaging and attribution

Scientist's Perspective

- ▶ Benefits of media engagement
- ▶ Challenges of media engagement
 - Concerns & ways to overcome them
 - Easing the process
- ▶ Live vs taped interviews
- ▶ Involving junior staff
- ▶ Working with communications team

Tips

- ▶ Work together to react quickly to media inquiries.
- ▶ Ensure that you are informed of media opportunities/interactions.
- ▶ While working with a reporter, pitch ideas for future stories.
- ▶ Connect with reporters/journalists on social media to follow up with/thank them.
- ▶ Disseminate via your own channels to gain attention.
- ▶ Capitalize on postings/placements that attract attention.

More Tips

- ▶ Share leads; refer journalists to other resources.
- ▶ Grow connections by promoting others' successes.
- ▶ Look for relevant news for your thought leaders to comment on via letters-to-the-editor and op-eds; act quickly.
- ▶ Explore the existing media connections of any outside PR firm under consideration.

Questions



Additional Resources

- ▶ MSKTC Online Knowledge Translation (KT) Toolkit:
<http://www.msktc.org/Knowledge-Translation>
 - Practical Tips for Working with the Media
 - Key Message Development
 - Working with Your Public Affairs and Communication Officers
 - Practical Tips for Responding to Media Requests



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Thank you!

