

Putting Your Best Foot Forward...

Not in Your Mouth

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Today's Goals

Learn how to get the media's attention

Learn how to prepare for a successful interview

Learn how to give a successful interview



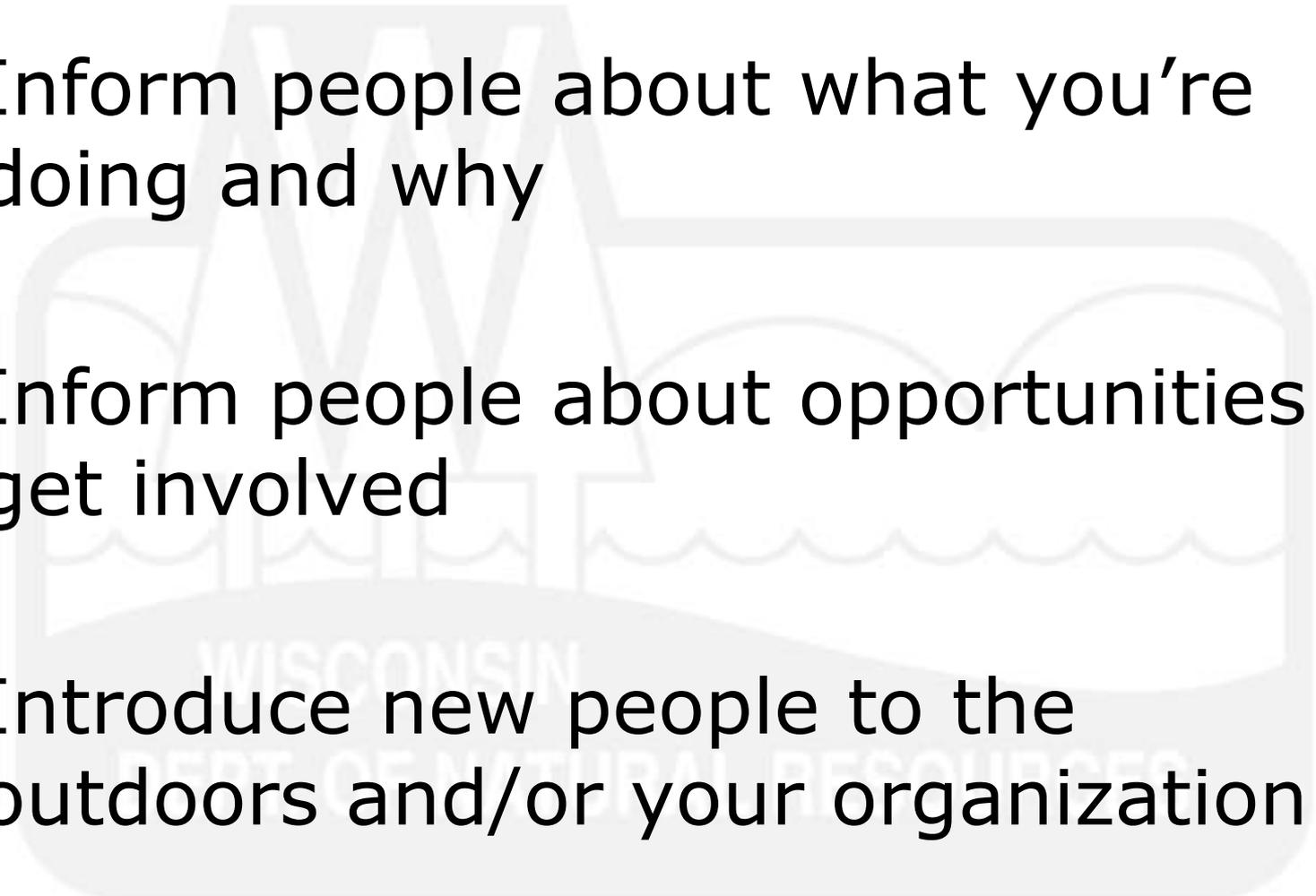


Media...Why bother?

- Alert people to health and environmental threats like beach closings, AIS
- Inform people of important rules that protect lakes and public safety
- Inform people about issues that affect them and their favorite lakes, like water levels



Media can help...and it's free

- Inform people about what you're doing and why
 - Inform people about opportunities to get involved
 - Introduce new people to the outdoors and/or your organization
- 



Understanding the media

- They're deadline driven
- They have different needs
- Pitch them the right stories



Reach out to the media

- Do your homework
- Show you're a fan
- Be brief and to the point about your pitch



Working with TV



Brrrrr-Ring!



Interview them



SECS



- Statement
- Evidence
- Conclusion



Shut up!



On your mark...

Get Set..

Go!



Don't let 'em see you sweat



Bridging

Hooking

Flagging



Preparing for your interview

- Don't repeat a negative or hostile question
- Admit when you don't know something, promise to get an answer
- Don't speculate



Preparing for your interview

You're always on the record