Media Relations Tool Kit Overview

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Key Topics for this Session

• Setting the Stage
• Background Materials
• Sharpen Your Message (SOCO)
• How to Sell Your Story
Setting the Stage
Where Do You Get Your News?

- TV
- Radio
- Newspaper
- Internet

- Recently
- Usually

percentage

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Digital Devices & the News

Getting news is a popular activity on these devices. Further research finds people use mobile devices for news more often and for longer sessions - while still getting news in other ways.

**Devices Used for News**

- **70%** Desktop/Laptop
- **51** Smartphone
- **56** Tablet

**No Single Place for News**

- **34%** of desktop/laptop users also get news on a smartphone
- **5%** of U.S. adults get news on all three devices
- **27%** of smartphone users also get news on a tablet
- **17%** of desktop/laptop users also get news on a tablet
The Path to News

One pressing question facing the industry is how people find and access news stories. The survey reveals going to the news organization directly is a primary method on every device, with particular appeal on the tablet computer.

- **NEWS OUTLET’S WEBSITE OR APP**
  - Percent accessing news via a new outlet’s website or app very often:
    - Desktop/Laptop: 33%
    - Smartphone: 33%
    - Tablet: 38%

- **KEYWORD SEARCH**
  - Percent accessing news using a keyword search very often:
    - Desktop/Laptop: 30%
    - Smartphone: 25%
    - Tablet: 30%

- **NEWS ORGANIZERS**
  - Percent accessing news via a news organizer website or app very often:
    - Desktop/Laptop: 26%
    - Smartphone: 26%
    - Tablet: 27%

- **SOCIAL MEDIA RECOMMENDATIONS**
  - Percent following Facebook and Twitter recommendations very often for news:
    - Desktop/Laptop:
      - Facebook: 6%
      - Twitter: 2%
    - Smartphone:
      - Facebook: 7%
      - Twitter: 3%
    - Tablet:
      - Facebook: 8%
      - Twitter: 3%
All Media 2011

- Economy: 19.5%
- Middle East Unrest: 11.4%
- 2012 Presidential Election: 9.4%
- Education: 1.5%
- Health Care: 1.5%

Source: Pew Research Center’s Project for Excellence in Journalism
Background Materials & Dealing with Media
Must Haves:

• Updated media lists, divided among categories such as:
  – Trades
  – Local outlets
  – Business outlets, etc.
• Updated, 1 paragraph bio for each key spokesperson
• Current, hi-res head shot for each key spokesperson
• News release template with boilerplate
• Contact information on everything
Print Media

- Constant time constraints
- Often ‘beat’ reporters
- More complex issues
- More advance notice
- Can work by telephone
- ‘Photo-ops’ improve placement visibility
- Opinion Opportunities
Broadcast Media (Radio and TV)

- Fast deadlines
- Much shorter stories
- Short, concise answers
- Body language and speech patterns matter
- Emotion helps convey message
Online Media/Blogs

• Tight deadlines, multiple postings per day
• Real-time readers – reporter markets own copy (thru twitter, etc.)
• May include more persuasive comments mixed with facts
• TV and radio interviews often re-purposed online across a variety of platforms
Radio/Telephone/Podcasts

- Make sure you can hear questions clearly
- Be friendly/confident
- Have notes in front of you
- Don’t rush responses
- Convey emotion
Single Overriding Communications Objective (SOCO)
SOCO Elements

* Proactive (starting the conversation)
  New study, procedure, hot topic expert

* Reactive (addressing an event)
  Medical error, patient issue, etc.
SOCO Elements

DATA – What you know

INFORMATION – What is germane

MESSAGE – Audience takeaways
SOCO Worksheet

• **Key message:** Say it in ONE line/short graph.
• **Key Facts:** Give three take-away facts
• **Audience:** To whom do I want to say it?
• **Objective:** What is the take away? Is there a call to action? What do I want to happen as a result of my message?
SOCO for Nitrous Oxide Deliveries

KEY MESSAGE: Nitrous oxide is a safe, empowering pain relief option during childbirth for many women.

1. Nitrous is safe for mom and baby.
2. It can be used in addition to other pain management options (labor tub, epidural, etc.)
3. VUMC is dedicated to providing options so women have many choices for their own birthing experience.
Selling Your Story
Proactive: Sell your Story

- Look for trends
- Make sure topic is newsworthy
- Look for visuals to illustrate
- Find a student/patient to tell story
- Be willing to give opinions
- Show enthusiasm
- Don’t hesitate!
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