

WHAT'S MEDIA GOT TO DO WITH IT?

Lynn Diehl
Lynn Diehl Media

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- 1. You learn about business trends, new rules, proposed rules, emerging problems, developing opportunities ,better methods, new ways to reach customers and make more money.
- 2. You learn from leaders in your field, decision makers, trend influencers, critics and others who have made visible mistakes.
- 3. You are (or want to be) a leader in your field, are designated as a spokesperson (for an organization, business or issue) or are in the right place at the right (sometimes the wrong) time for media contact.

WHAT'S MEDIA GOT TO DO WITH IT?

- 4. You have a professional relationship with a media organization/reporter and have done interviews in the past. You are now a go-to quote. Sometimes your old quotes are re-used.
- 5. Your marketing and public relations outreach is seeking media coverage.
- 6. Your business is being promoted by a secondary party(solar testimonial, organization that distributes awards, media awards and more).
- 7. You are news. You won the lottery or you're being fined, sued, shut down or worse.

WHAT'S MEDIA GOT TO DO WITH IT?

Q: What's media got to do with it?

A: Sometimes everything and - at other times - nothing at all. But you need to know which side of the line it falls on and how you should respond.



ABOUT LYNN DIEHL

30+ years as a television news journalist.

Sole owner Lynn Diehl Media.

Grew up on a farm in West Virginia.

Contracts for media coaching, marketing and public relations development.



editor@wineregionnews.com

news anchor-reporter-managing editor- news director –writer-
photographer- editor –producer- public relations consultant–
wine marketing consultant – wine festival event coordinator –
media owner – radio host - content producer – tasting room
manager – media coaching – marketing development –
television show – newspaper columnist.

- Wine Region News: Weekend



- Wine Region News Radio



- WineRegionNews.com



- Ten Questions with Lynn Diehl



LYNN DIEHL MEDIA

Services and products

- Content and programming: Wine Region News.
- Free editorial.
- Designed to showcase wine and food producers at a high quality and be redistributed by LDM, its media partners, interview subjects and industry.
- Is not paid infomercial content.



- Consulting and coaching: Lynn Diehl Media
- Media education and overview engaging all levels of the client business.
- Message targeting and plan development.

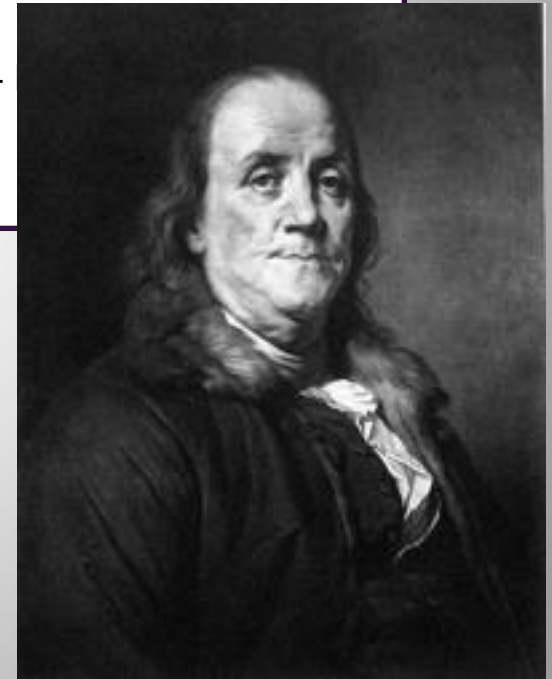


Words to live by.

EXAMPLE ONE

“Behold the rain which descends from heaven upon our vineyards, and which incorporates itself with the grapes, to be changed into wine; a constant proof that God loves us, and loves to see us happy.” □-- Benjamin Franklin

“Wine is sure proof that God loves us and wants us to be happy.” □--





Better words to live by.

“It is always a risk to speak to the press: They are likely to report what you say.”

Hubert H. Humphrey



Mainstream media



Network News



Newspaper



Mainstream media:



Trade
Publications



Radio

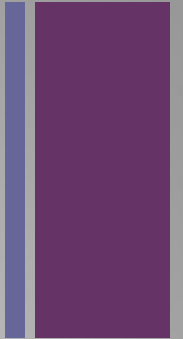


Websites

+ Media 2010

- Newspaper
- Television
- Wire services
- Independent
- Radio
- Magazines
- Internet
- Trade/Organization Pub.



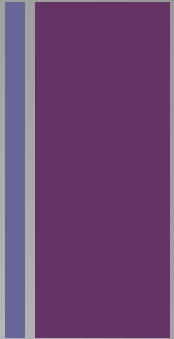


Headlines and Deadlines

Everyone is on a deadline and they're all looking for a headline.



THAT'S THE WAY THE COOKIE CRUMBLES:



- Which request did you get? How would you respond?





REMEMBER THIS



REPORTERS ARE NOT YOUR FRIENDS AND THEY ARE NOT YOUR ENEMY.

THERE'S A DIFFERENCE BETWEEN CRISIS AND FEATURE STORIES.

EDITORIAL MESSAGES CAN ONLY BE MANAGED TO A POINT.

PAID MARKETING IS EFFECTIVE AT GETTING YOUR MESSAGE OUT THERE.

What defines news?



- News is what happens when you're practicing journalism.
- It's the water cooler story.
- It's the mood of the community.
- It's a change in the status quo.
- It's a mirror held to the world on any given day.
- It's what you say it is.
- The delivery method is rapidly changing and may be defining the future.

What is news online?



- Blogs shared the same lead story with traditional media in 13 of the 49 weeks studied.
- On Twitter, in four of 29 weeks studied; just 5% of the top five stories on Twitter remained among the top stories the following week
- More than 99% of the stories linked to in blogs came from legacy outlets such as newspapers and broadcast networks.
- On Twitter, the ratio was considerably different, with only half of the links going to legacy outlets.
- YouTube is the most international of the four platforms studied. One quarter of the most-watched news videos on YouTube were of non-U.S. events.
- What can we learn from this? For one thing, it appears that, when left to their own devices, long form social media practitioners gravitate toward a mainstream media model. The profile of blog content is remarkably similar to that of traditional media.

Understanding Mainstream Newsroom Structure

- Reporters
- Writers
- Editors
- Managers
- Assignment desks
- Photographers
- Relationship to other departments



+ WHO IS THIS?



- Prepare your media plan now rather than on someone else's deadline

THAT'S RIGHT! COACH JOHN WOODEN



Failing to prepare is preparing to fail. – Coach John Wooden

- Prepare your media plan now rather than on someone else's deadline

ABOUT YOU: The CCVT example.



- *“In the vineyard, we strive to protect the resources valuable to our farms and our communities. We are the Central Coast Vineyard Team, a network of 300 local farmers, educating and guiding towards sustainable vineyard practices for 15 years.”*

- *“Mission Statement: The Central Coast Vineyard Team will identify and promote the most environmentally safe, viticulturally and economically sustainable farming methods, while maintaining or improving quality and flavor of wine grapes. The Team will be a model for wine grape growers and will promote the public trust of stewardship for natural resources.”*

ABOUT YOU

- Convey background
- Establish credibility
- Define your message
- Set goals
- Reach your audience
- Make your case
- Relax and be likeable

Tough Questions

Sensitive Issues

Examples

Pictures

Media

Graphics

Quotes
& Soundbites

Media plan

Simple. Thorough. Thoughtful.

+ Media plan made easy

- Your story

- Video, pictures and facts

- Tough Questions & Issues

- Quotes & Soundbites

- Examples:



DON'T



- Say “No comment.”
- Repeat a negative question or phrase.
- Use jargon.
- Go “off the record.” There isn’t any such thing
- Lie.
- Talk off the cuff with a microphone on.
- Attack competitors or other organizations.
- Talk without thinking about what you’re saying.

Do

- Follow an established message guide.
- Balance printed facts and figures with a personal example or emotional appeal.
- Be aware of deadlines.
- A picture is worth a thousand words.
- Tailor the message to the audience.
- Keep it simple: use uncomplicated but interesting language.
- Focus on the questions. Answer concisely.
- Research the media organization. Be prepared.



DURING THE INTERVIEW



- Practice some deep breathing ahead of time.
- Focus on the interview.
- Tape record the interview for accuracy.
- Lead with the most important messages.
- Provide important information in the message whether you are asked or not. Use bridge terms...
- Remain collected and calm.



THINK MEDIA



- M – is for MESSAGE. Find it and stick to it.
- E - is for EXAMPLE. Pictures, video,& people.
- D – is for DEADLINE. Everyone is on one.
- I – is for INSIGHT. Offer a clear understanding.
- A - is for ABILITY. You have the ability to manage and promote your message if you do the work sooner rather than later.