

Working with the Media

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Why Bother?



What's the Media

- Daily newspapers
- Weekly or local newspapers
- Broadcast media: radio and TV
- Wire services: Associated Press
- Web 2.0: Even beyond the Web
Blogs, YouTube, Facebook

Who's on the Staff

- City/local editor
- Editorial page editor
- Features editor
- Assignment editor; news director (broadcast)
- News reporter (broadcast or print)
- You

Strategic Communications

- What's your goal, your measurable objectives
- Who is your audience
- What do you want people to do
- What is your message
- Plan the year

Target the Media

- News
- Features
- Leisure and Lifestyle
- Travel
- Op-ed/ Letters to the Editor
- Web 2.0: Blogs, You Tube, Facebook

Pitch Your Story

- Press releases: Who, What, Where, When – and Why
- Pick up the phone
- Fact sheets
- Letters to editor/Op-Ed: Use your Friends
- Deadlines



Social Marketing Defined

- Social Marketing is the planning and implementation of an integrated communication program that seeks to bring about social change – using concepts adapted from commercial marketing.



Branding Refuge System



USA
FISH & WILDLIFE SERVICE

NATIONAL
WILDLIFE
REFUGE
SYSTEM

Get Some Nature Into Your Kids!

Visit a National Wildlife Refuge near you. There are more than 500 in America.
www.fws.gov/refuges

The image features five children of diverse backgrounds jumping joyfully with their arms raised. They are wearing clothing with nature-themed patterns: coral reefs, birds, a bear, a wolf, and a sunset with birds. In the top right corner, there are two logos: the U.S. Fish & Wildlife Service logo and the National Wildlife Refuge System logo. A green banner at the bottom contains the text 'Get Some Nature Into Your Kids!' and 'Visit a National Wildlife Refuge near you. There are more than 500 in America. www.fws.gov/refuges'.

Get Some Nature

- \$26.3 million in free airtime and airport ad space
- 49,467 airings
- 385 TV stations in 174 media markets
- 43 signs in six airports

Toolkits and Other Tricks

- When you get home: Toolkit
- National Wildlife Refuge Week
- Friends NewsWire
- Monthly Feature Stories
- Monthly Tip Sheet
- What's the T-shirt at the desk?

They Got the Name Right

nature.com

The Great Beyond

The *Nature* blog that rounds up science news from around the world

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Wildlife Valentine's Day cards (for polygamists?) - February 13, 2009

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The US Fish and Wildlife service has produced some [wonderfully cheesy](#) Valentine's Day cards for you to send to your lover (or potential lover). These feature such cracking plays on words as 'You're Foxy' over a picture of a fox and 'I Moose You' over a picture of a moose.

Actually that should probably read "to send to your lovers". Strangely, the website allows you to send each card and message to up to six people. Is this a cunning attempt to obtain the email addresses of polygamists for a coming crackdown? Or do some people at the FWS just have very complicated love lives?



Image: FWS

Posted by Daniel Cressey on February 13, 2009

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We strongly encourage you to use your real, full name. E-mail addresses are required in case we need to discuss your comment with you.

Always, Always, Always

- Prepare for every eventuality
- Anticipate the tough questions
- Know a reporter's style, interests, angle
- With your refuge manager: Invite reporters to take a personal tour, attend your events, join your group

Crisis Communications

- What is a crisis: You know it when you are experiencing it
- Work with refuge manager
- Identify it early
- Call in outside help
- Be honest

Photo Ops

- "A picture is worth"
- High resolution photos
- Television is visual



Thou Shalt

- Create strategic communications plan
- Develop contacts
- Be proactive: Take stories to media
- Be timely: Take advantage of events
- Be responsive – to good stories and negative news
- Work with Your Refuge Manager

Thou Shalt Not

- Lie, mislead, color the truth
- Answer a question when you don't know the answer
- Use bureaucratic lingo
- Plant a question at a press conference