

A black and white photograph of a hand holding a microphone. The microphone is in the foreground, and the hand is visible. The background is blurred, showing what appears to be a person's face and shoulders.

WORKING WITH THE MEDIA

Presented by Lou Hammond Group
July 22, 2020



Today's Agenda

- About LHG
- Situation Analysis
- Media Trends Post COVID-19
- The Reporter's Plight
- Preparing for an Interview
- Ten Points to Know When Speaking with the Press

Today's Presenters



Lou Hammond Group
Carlyn Topkin, Vice President



Lou Hammond Group
Chris Nelson, Account Supervisor

About LHG – 8+ years with Paradise Coast

Founded in 1984

Then: 3 clients, 3 employees

Now: Destination marketing leaders

Serve key industries including:

- Travel/Hospitality
- Economic Development
- Food & Beverage
- Arts & Culture

Why LHG?

36 years of experience

Far-Reaching Media & Influencer Network

Strategic & Measurable Results

Tactical Research, Integrated Approach

High Client & Staff Retention

Premier Client Roster

Independent, Family Owned & Operated

PR World Network

What We Do?

Public Relations

Social Media

Marketing Strategy

Creative Services

Branding

Digital Marketing



About LHG



50+
CLIENTS



6
OFFICES

NYC | CHS | DEN | HOU | LA | MIA



40+
EMPLOYEES



Situation Analysis



Situation Analysis

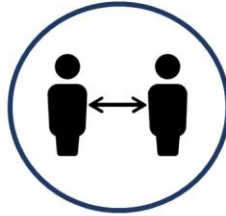
- Florida's Paradise Coast is open following COVID-19
 - Cases continue to rise throughout the state
 - Marketing efforts are focused on driving in-state travel
- Unique situation – COVID-19 impacted global tourism, everyone working toward recovery
- Consumer Sentiment, as of 7/15:
 - 69% of travelers want a vacation to **RELAX** and **RECHARGE**
 - One in four ready to travel, pending restrictions being lifted
 - **BOOKING FLEXIBILITY = TOP PRIORITY** when making travel plans

Situation Analysis

PRACTICED PANDEMIC-ERA TRAVEL ETIQUETTE



WEAR A
FACE MASK
(68.8 %)



FOLLOW SOCIAL
DISTANCING GUIDELINES
(63.0 %)



AVOID
CROWDS
(61.6 %)



CARRY
HAND SANITIZER
(59.0 %)



ONLY EAT RESTAURANT
TAKE-OUT
(NO SIT-DOWN SERVICE)
(37.1 %)



WEAR
GLOVES
(19.0 %)

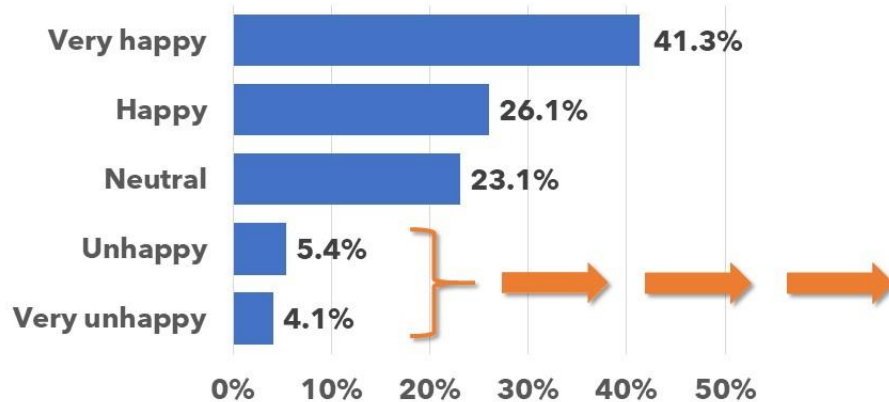
Q: IF YOU WERE TO TAKE A TRIP IN THE NEXT SIX MONTHS,
WHICH WOULD YOU BE LIKELY TO DO? (SELECT ALL THAT APPLY)

(Base: Wave 19 data. All respondents, 1,200 completed surveys.
Data collected July 17-19, 2020)

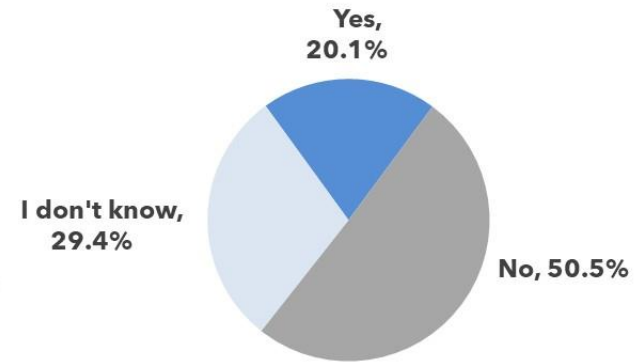
Situation Analysis

FEELINGS ABOUT DESTINATIONS REQUIRING MASKS

Q: WHICH BEST DESCRIBES HOW YOU WOULD FEEL IF A DESTINATION YOU WANTED TO VISIT REQUIRED VISITORS AND RESIDENTS TO WEAR MASKS WHILE IN PUBLIC?



Q: WOULD THIS REQUIREMENT ALONE BE ENOUGH TO KEEP YOU FROM VISITING A PLACE YOU OTHERWISE WANTED TO VISIT?



(Base: Wave 19 data. All respondents, 1,200 completed surveys. Data collected July 17-19, 2020)



Editorial Trends Post COVID-19

Media Trends

Media after COVID-19

Overview

- Focusing on domestic travel
- Seeking open spaces, outdoors, nature
- Smaller, secondary cities
- Multi-generational family travel
- Rise of “The Great American Road Trip”



Media Trends

Media after COVID-19

Staffing Changes

- Major editorial changes at bon appetit, Elite Traveler, Fodor's Travel.
- Pandemic has forced some outlets to close, reduce staff.
- Importance of freelancers; pitching targeted, timely pitches.



Media Trends

Media after COVID-19

Social Media Influencers

- New urgency for content with deeper meaning.
- Reduced budgets, greater emphasis on influencers delivering high engagement.
- Consumers looking beyond the veneer of pretty food; seeking role business plays in community.



Media Trends

Media after COVID-19

Travel + Leisure

- Continuing to print one issue per month.
- Travel will be more localized, targeting writers based in the location of interest.
- Focus on “armchair” travel – balance of localized, actionable trips and inspirational far flung destinations.
- Leveraging great photography; need to fill pages with reduced advertisers.

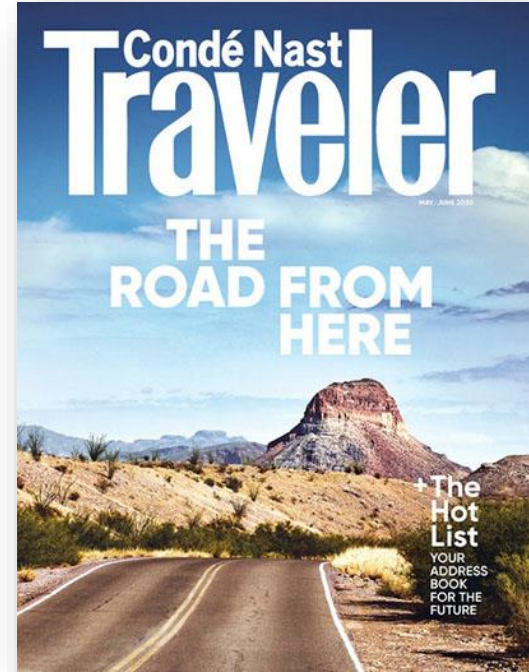


Media Trends

Media after COVID-19

Conde Nast Traveler

- Trends: Creation of the “micro-staff” – 2-3 staff members serve same guests, from check-in to check-out.
- Traditional check-out may go away, not booking people in each room every night.
- Recreating hotel experiences in room; virtual workout classes, to-go cocktail kits.
- Trend toward full-service resorts, want to arrive and not leave property.



A group of four people are riding jet skis across a large body of water, likely a lake or bay. They are moving away from the viewer, leaving a white wake behind them. The water is a deep blue with some ripples. In the background, there is a dense line of green mangrove trees along the shoreline. The sky is overcast with grey clouds. The word "Challenges" is superimposed in the center of the image in a white, sans-serif font.

Challenges

Challenges

- What is the best way to work with the media to ensure we are portrayed most favorably?
- How can we convey we're a safe, welcoming destination and we're ready for visitors once again?
- How do we promote our destination while being sensitive to the global pandemic?

Challenges

- **What is the best way to work with the media to ensure we are portrayed most favorably?**
 - Honesty
 - Transparency
 - Be a resource: What's worked, what we've learned
 - Responsiveness
 - On-trend
 - Customer-first service
 - Commitment to do the right thing

Challenges

- **How can we convey we're a safe, welcoming destination and we're ready for visitors once again?**
 - Share safety measure details, including The Paradise Pledge
 - Provide value, special incentives, services
 - Ensure protocols reflect/exceed CDC/industry standards
 - Emphasize commitment to customer/staff safety as priority one

Challenges

- **How do we promote our destinations while being sensitive to the global pandemic?**
 - Underscore economic impact – jobs, taxes paid, ripple effect
 - Illustrate how we adapt: virtual experiences, value offers, customer relationships, database
 - Restaurants, hotels and resorts are good citizens: examples giving back to the community



The Reporter's Plight

Reporter's Plight

Most are overwhelmed

Overworked/Underpaid

Fewer reporters covering more beats – less expertise

They want easy; they want...





Give respect **Get** respect

Reporter's Plight

Bottom line:

They have a job to do – just like you. Help them to do it and you have a friend for life!

Preparing for the Interview

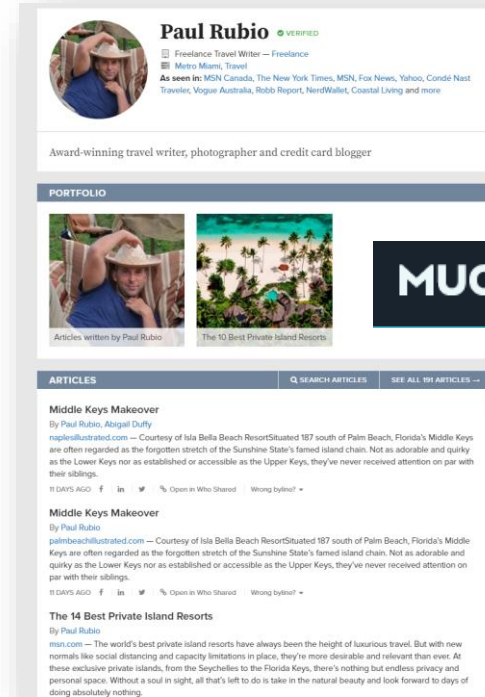


Media 101

Preparing for the Interview

HOW TO PREPARE

- Know their outlet/beat: read recent coverage (from outlet and reporter), Muck Rack
- Connect with reporter on social media
- Ask for questions in advance
- Always be prepared to answer the inevitable “anything else you want to mention that I didn’t ask?”

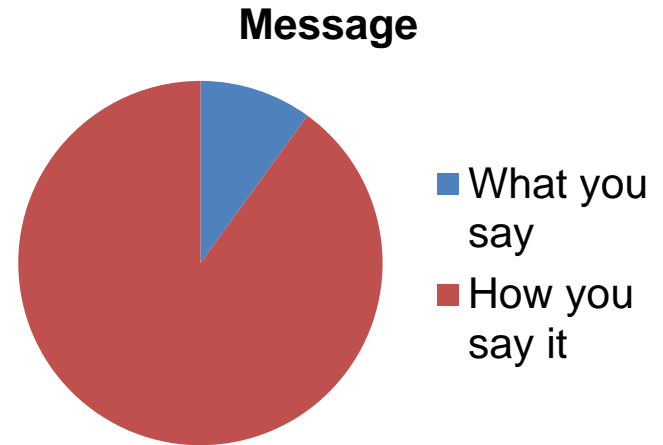


MUCK RACK

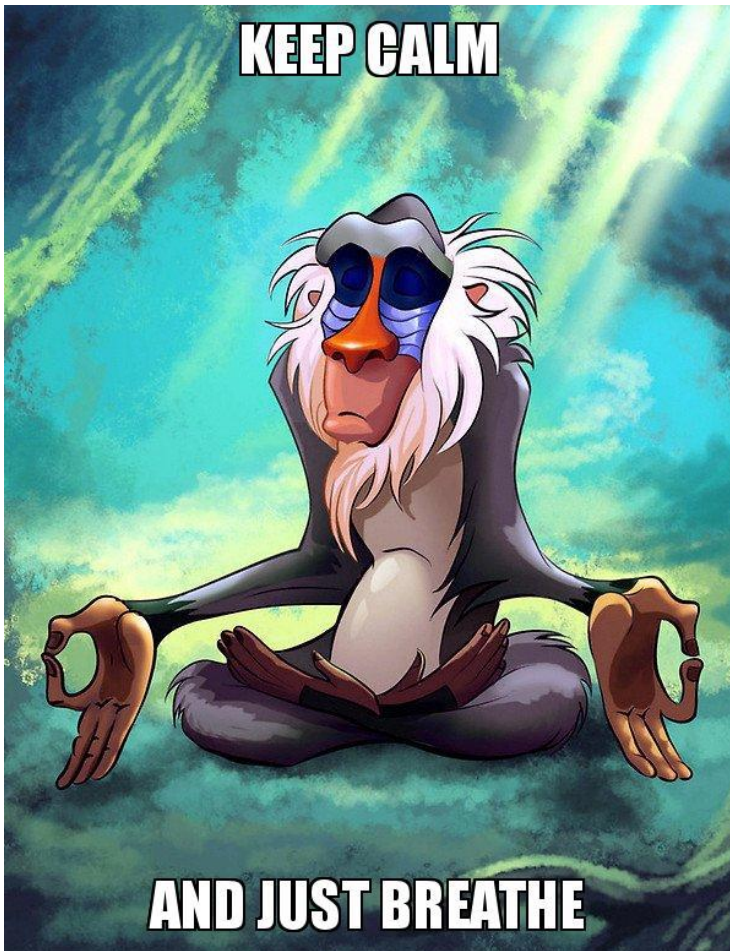
Body Language

Preparing for the Interview

- Keep arms loose, don't clasp hands, fold
- Don't gesture often, be natural
- Avoid sympathetic nodding
- Make eye contact: eye shifting = lying
- Smile naturally as appropriate



KEEP CALM



AND JUST BREATHE

Media 101

Preparing for the Interview

Phrases/Words to Avoid

- We've become experts in crisis communications
- We'll never be able to recover
- Disaster
- Catastrophe
- Destroyed
- Overwhelming
- Resilient
- None of your business



Media 101

Preparing for the Interview

Medium Matters

- Telephone/Radio interview
 - Secure connection in quiet room, preferably not on speaker
 - Raise voice for inflection/avoid speaking in monotone
 - For radio: prepare notes, but not a script, in advance – reference as needed!



Media 101

Preparing for the Interview

Medium Matters

- Zoom/Broadcast Interviews
 - Dress in solid clothing, but avoid red, black and white.
 - *Blue, pastels work well.*
 - Wear contacts vs. glasses if possible
- Body language
 - Sit up straight/keep feet on floor
 - If standing, keep one foot slightly in front of other
 - Avoid nodding or tapping
 - Maintain eye contact, smile/relax
 - OK to use gestures to emphasize points



Remember!



Confidence comes
from being prepared.

John Wooden

Ten Points to Know

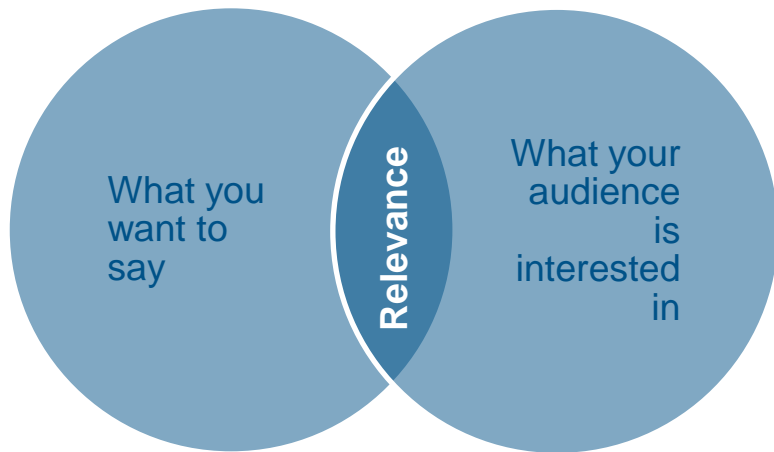


Media 101

Ten Points You Need to Know When Speaking With the Press

1. The reporter is NOT your audience

- When speaking with a reporter, you are really conveying your messages, opinion, ideas, etc., to the reporter's audience.
- Think about the reporter's audience and how to frame your message to best reach them.



Media 101

Ten Points You Need to Know When Speaking With the Press

2. Do establish rapport, but don't be overly casual

- Know the reporter, understand what they cover and how they've covered it.
- Be prepared to compliment them on their writing or broadcasting works.
- Be gracious – show your appreciation for his/her time.
- Review their social media profiles, identify any personal ways to connect i.e., college, pets, sports teams



Media 101

Ten Points You Need to Know When Speaking With the Press

3. Clear answers work best

- Avoid industry jargon, acronyms and buzz words – provide your answer in simple, plain English as often as possible.
- Understand your audience – is it a trade publication, or someone from a travel or general news outlet – message may differ.
- OK to ask reporter's familiarity with a specific topic or the destination at the start of the interview.

~~Elucidate~~
~~Streamline~~
~~Demystify~~
Simplify

Media 101

Ten Points You Need to Know When Speaking With the Press

4. Key messages/points

- Limit your key messages to three. Anything beyond that starts to lose focus.
- Key messages should be communicated in 8–10-word sentences.
- It's perfectly fine to elaborate on key messages with proof points, filler, context, etc.
- Have passion and energy for your subject – if you don't, the journalist won't!



Media 101

Ten Points You Need to Know When Speaking With the Press

5. Answer Concisely

- Allows the journalist space to ask follow-up questions.
- Have your elevator pitch ready in 20 seconds or less.
- Anticipate hard questions and practice the answers (Rude FAQs).



Ten Points You Need to Know When Speaking With the Press

- Helps speak to magnitude of what you're speaking to.
- Key facts, statistics help you sound informed and professional.
- Increased legitimacy.
- Be aware of what facts/numbers may be working against you; be prepared to address.
- Keep it natural, don't force too many numbers – avoid too much of a good thing.

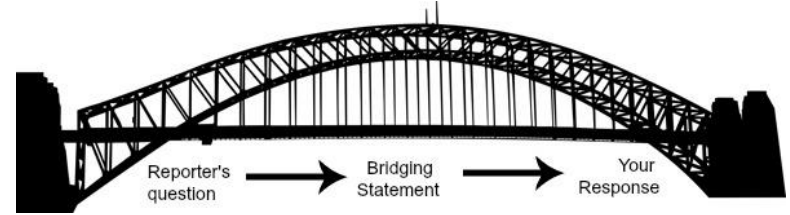


Media 101

Ten Points You Need to Know When Speaking With the Press

7. Tell YOUR story

- The media interview is an opportunity to tell your story, your way. Remember, you are the expert.
- You don't have to just answer the questions asked of you – bridge to your message and flag the important points.
- Tell them what you are going to tell them, then tell them, then remind them what you told them.



Media 101

Ten Points You Need to Know When Speaking With the Press

Bridge examples:

*“I don’t know about that, but
what I do know is...”*

“What’s really important is...”

*“That’s an interesting question,
but it’s important to keep in
mind...”*



Media 101

Ten Points You Need to Know When Speaking With the Press

8. Be aware of the awkward silence

- Reporters use a technique where they will be silent for a few seconds, which usually creates an awkward pause in the conversation.
- Human nature compels us to fill the silence. Resist the temptation!



Media 101

Ten Points You Need to Know When Speaking With the Press

9. “I don’t know” is a perfectly acceptable answer

- It’s impossible to know everything about everything, even in your field of expertise.
- Making up an answer is ALWAYS a bad idea.
- “I don’t know but I will try to find out” or “I’ll get back to you” is very different from “no comment.”



Media 101

Ten Points You Need to Know When Speaking With the Press

10. There is no such thing as “off the record” Or “on background”

- MANY careers ended, lives ruined thinking something was off the record.
- Be aware of hot mikes; the interview is not over until you're away from the reporter, video call has ended.
- Any time you get asked a question by the press, act as though you are on record – even if it's just a friendly conversation over coffee or the camera isn't on.





Thank You!