



MEDIA: FRIEND OR FOE

Mick Bullock, Director of Public Affairs



NATIONAL CONFERENCE OF STATE LEGISLATURES

THE MEDIA



THE MEDIA





COMMUNICATION TRENDS

COMMUNICATION TRENDS

The Washington Post

CQ
ROLL
CALL

MS
NBC

USA
TODAY

CNN



THOMSON REUTERS

Bloomberg
NEWS

POLITICO

LAS VEGAS
REVIEW-JOURNAL

THE
HUFFINGTON
POST

n p r

Chicago Tribune

FOX
NEWS
Channel

abc
NEWS

CBS
NEWS

AP
Associated Press

NCSL

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COMMUNICATION TRENDS



DRUDGE REPORT



THE
POLITICAL INSIDER

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GATEWAY PUNDIT

We report the truth — and leave the Russia-Collusion fairy tale to the Conspiracy media



MOVE ON



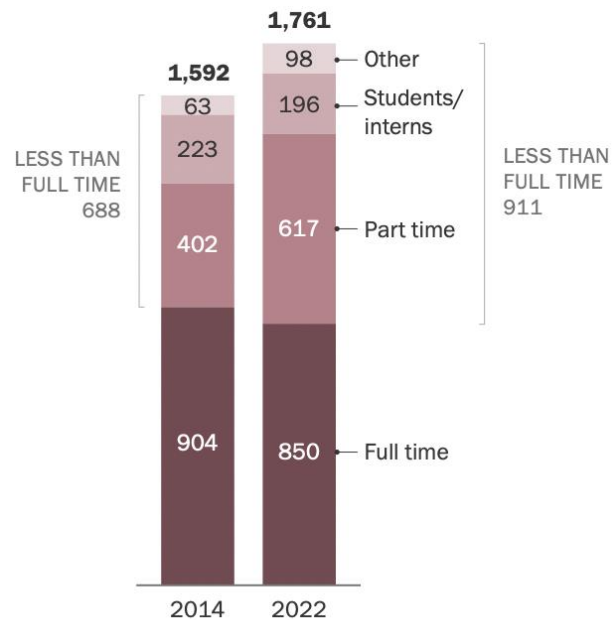
Y'all Politics
DAILY ROUND UP



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COMMUNICATION TRENDS – LOCAL NEWS

Total number of U.S. statehouse reporters with each employment status



Statehouse reporter pool larger than in 2014, but with fewer full-time reporters.

Note: Figures from 2014 have been recalculated in this report so that session-only reporters are included in the full-time category. See the Methodology for further details.

Source: Pew Research Center data collected Sept. 23, 2021-March 11, 2022.

"Total Number of U.S. Statehouse Reporters Rises, but Fewer Are on the Beat Full Time"

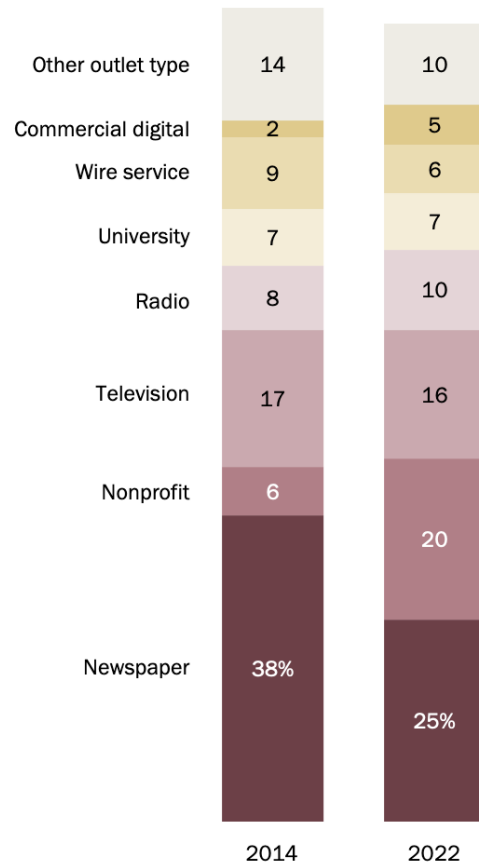
PEW RESEARCH CENTER



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COMMUNICATION TRENDS – LOCAL NEWS

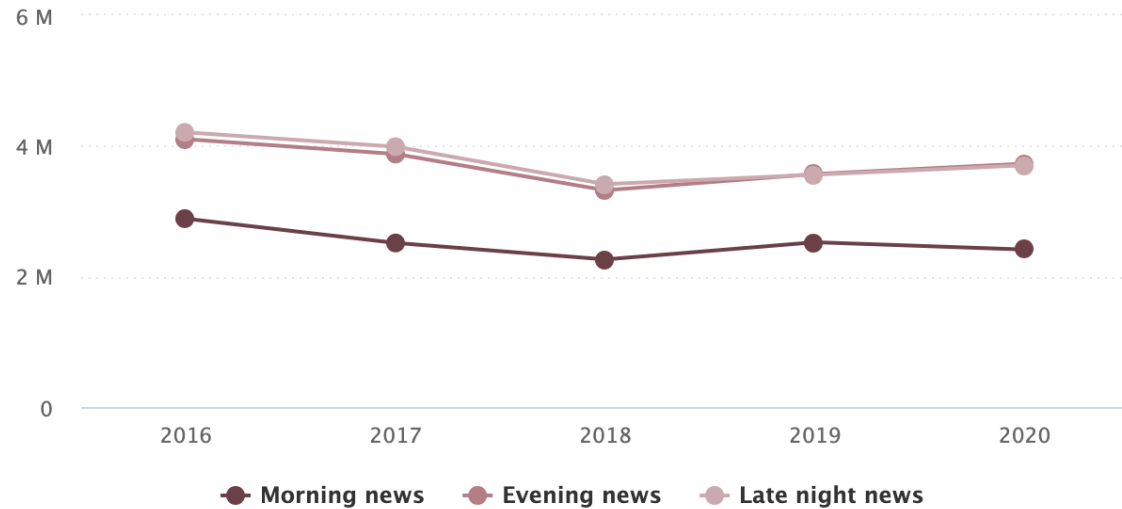
% of U.S. statehouse reporters working at each outlet type



Nonprofits are now the second-largest employer of statehouse reporters, following newspapers.

COMMUNICATION TRENDS – LOCAL NEWS

Average number of TVs tuning to news programming during each time slot for ABC, CBS, Fox and NBC affiliates

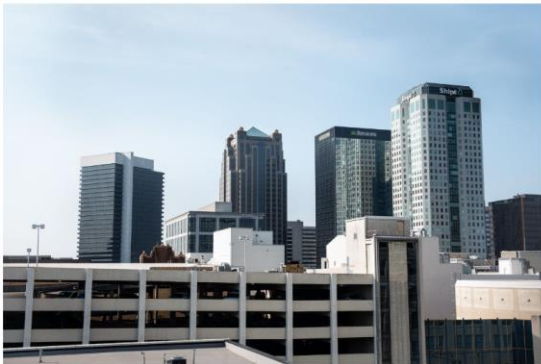


COMMUNICATION TRENDS – DIGITAL NEWS

◆ WSJ NEWS EXCLUSIVE MEDIA & MARKETING

Alabama's Three Largest Newspapers to Stop Printing Next Year

Advance Publications to make Birmingham News, Huntsville Times and Press-Register digital-only



The print readership of the three Alabama newspapers has been shrinking rapidly. A view of downtown Birmingham, Ala.

PHOTO: ANDI RICE FOR THE WALL STREET JOURNAL



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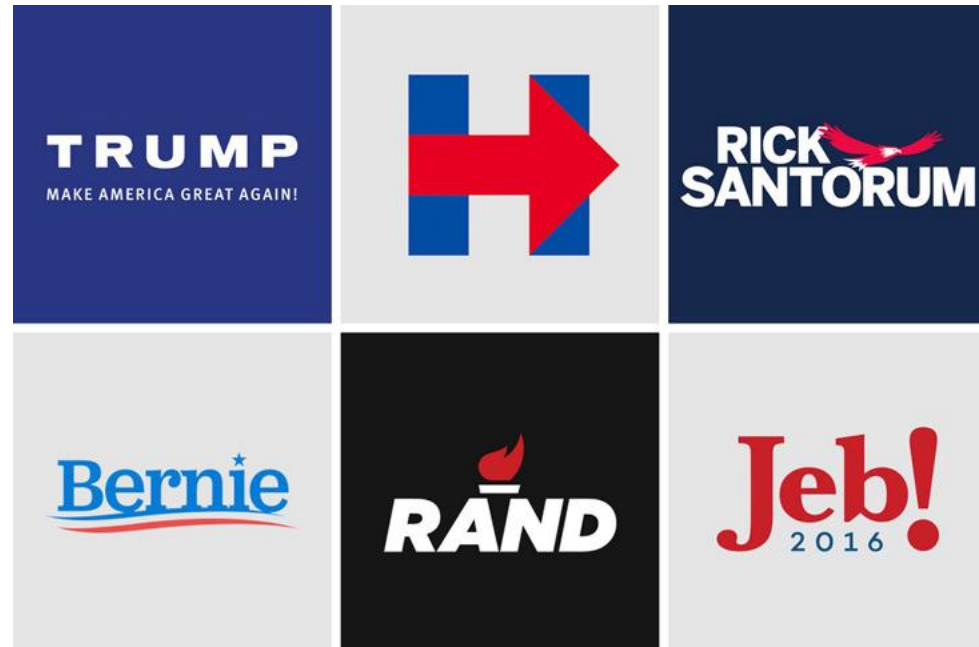
YOUR BRAND

THE MEDIA



NATIONAL CONFERENCE OF STATE LEGISLATURES

THE MEDIA – YOUR BRAND





BRAND PROTECTORS



MEDIA RELATIONS

MEDIA RELATIONS

- Offer “on background” briefings for complex issues/legislation.
- Build a relationship.
- Assemble a local and state press list for yourself.



MEDIA RELATIONS



State Senator Kayse Jama

Senate District 24 (D-East Portland)

Native land of Multnomah, Wasco, Cowlitz, Kathlamet, Clackamas, Bands of Chinook, Tualatin Kalapuya, Molalla, and many other tribes that made their homes along the Columbia and Willamette Rivers

PRESS RELEASE

FOR IMMEDIATE RELEASE
March 7, 2022

Contact: Kien Truong
sen.kaysejama@oregonlegislature.gov

State Senator Kayse Jama Reflects on 2022 Legislative Accomplishments

SALEM, Oregon - Last Friday, the legislature ended its 2022 regular session after passing historic legislation promoting access and equity in education, supporting healthy communities across Oregon, strengthening workforce protections and advancing Oregonian's economy, supporting immigrant and refugee communities, encouraging sustainability, and improving public safety by addressing issues in the criminal justice system.

State Senator Kayse Jama (D-Portland) played a critical role in the introduction and the passage of much of the groundbreaking legislation passed during the February session. His 2022 legislative accomplishments include:

1. Investing \$400M to support homeownership, increase affordable housing and address houselessness (**HB 5202**)
2. Ensuring renters rights and access to cooling while preparing Oregon for the next heat wave (**SB 1536**)
3. Establishing universal legal representation in immigration proceedings (**SB 1543**)
4. Reducing racial disparities in traffic stops and creating the Justice Reinvestment Equity Program (**SB 1510**)
5. Extending basic worker protections and ensuring fair compensation for farm workers (**HB 4002**)
6. Strengthening workforce protections and worker injury compensation (**HB 4138, SB 1513**)
7. Funding wealth building opportunities for economically marginalized communities (**SB 1579**)
8. Updating racist and xenophobic immigration terminology in Oregon state laws (**SB 1560**)
9. Providing compensation for wrongly convicted persons (**SB 1584**)
10. Expanding in-state tuition eligibility for Afghan refugees (**SB 1522**)

"I am very proud of the historic and remarkable work that the Oregon legislature and my office were able to accomplish during the 2022 session," said Senator Jama, "from expanding access to cooling technologies for Oregon renters to addressing systemic inequalities within our criminal justice system, the work we have done over the past month will improve the lives of all Oregonians."

Sen. Jama has released a fact sheet detailing a full list of 2022 legislative accomplishments which can be found at oregonlegislature.gov/Jama.

###

- Press releases are still a thing.
- Video updates.



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MEDIA RELATIONS



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Senate District 24 (D-East Portland)

Native land of Multnomah, Wasco, Cowlitz, Kathlamet, Clackamas, Bands of Chinook, Tualatin Kalapuya, Molalla, and many other tribes that made their homes along the Columbia and Willamette Rivers

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- Video updates.
- Weekly legislative updates to local newspaper, social media.



NATIONAL CONFERENCE OF STATE LEGISLATURES



MEDIA TACTICS

MEDIA TACTICS AND TERMINOLOGY

As an Interviewee You Have the Right to:

- ✓ Know the topic
- ✓ Know the format
- ✓ Buy time
- ✓ Have time to answer the question
- ✓ Correct misstatements (on site)
- ✓ Use notes
- ✓ Record the interview



MEDIA TACTICS AND TERMINOLOGY



As an Interviewee You Do Not Have the Right to:

- ✓ Know the questions in advance
- ✓ See the story in advance
- ✓ Change your quotes
- ✓ Edit the story
- ✓ Expect your view be the only view
- ✓ Demand article be published

MEDIA TACTICS AND TERMINOLOGY

The Irrelevant Questioner (Goin' fishin')

- Series of obvious questions.
- Going back to a certain question again and again.

Machine Gun Questioning

- Interruptions, foot tapping, jittery eye movement, snowballing interview speed.

The "Golden Pause"

- Uncomfortable silence -- who will break first?



MEDIA TACTICS AND TERMINOLOGY

A Reporter's Lexicon

- **Off the record:** Material may not be published or broadcasted.
- **Not for attribution:** Information may be published, but without revealing identity of the source.
- **Background:** Usually means not for attribution. Confirm with reporter.
- **Deep background:** Usually means off the record. Make sure it does.

MEDIA TACTICS AND TERMINOLOGY

Rule of Silence

- Never say (or write) anything to a journalist you don't want to read in the newspaper, see on television or hear on the radio.



INTERVIEW TIPS

INTERVIEW TIPS

- **Establish an “interview setting”**
 - ✓ Clear your desk
 - ✓ Close the door
- **Use notes**
- **Three-Five main points or “takeaways”**



INTERVIEW TIPS

Interview Tips

- Have a story to tell.
- Know your audience.
- Try to always focus your message on people.
- Offer a visual or video



INTERVIEW TIPS



- **Keep Jacket, Tie, Make-up, Jewelry at work**
 - ✓ Dark = Thin
 - ✓ No tight patterns

INTERVIEW TIPS

- **Ask if looking into the camera**
- **Don't 'Mick Jagger' the mic**



INTERVIEW TIPS

Anticipate the Worst

The toughest question will be asked.

“if you dread it, you’ll get it.”



INTERVIEW TIPS



Blocking and Bridging

- Don't ignore or evade the question.
- Address the topic of question.
- Asked about a problem, talk about a solution.
- "No comment," but explain why you can't.

INTERVIEW TIPS

Blocking and Bridging

- "I think what you're really asking is..."
- "That speaks to a bigger point..."
- "Let me put that in perspective..."
- "What's important to remember, however..."



INTERVIEW TIPS



Blocking and Bridging

- “The real issue here is...”
- “I don’t know about that...But what I do know is...”
- “What you’re asking is...”
- “Just the opposite is true...”
- “That’s false...”



INTERVIEW TIPS

"Anything Else You Want to Add?"

- “The most important thing to remember is...”
- “I’ve talked about a lot of things. It boils down to these three things...”
- “Let me make one thing perfectly clear”





SOCIAL MEDIA AND MEDIA

SOCIAL MEDIA



WHAT TO POST WHERE:

- **On Facebook:** Live Videos, Events, Curated Content (Ads), Webinars.
- **On Twitter:** Live Updates, Member News, Engagement.
- **On Instagram:** Storytelling, Behind-the-Scenes, High Resolution Photos.
- **On LinkedIn:** Jobs, Legislature News, Staff Achievements.

The image shows a screenshot of a Twitter thread. The top tweet is from Speaker Tim Moore (@NCHouseSpeaker) posted 1 hour ago. The text of the tweet reads: "North Carolina among top states attracting residents from elsewhere in U.S." @CBJnewsroom. Below the text is a link to a news article: bizjournals.com/charlotte/news... #ncpol. The second tweet is from Steve Santarsiero (@SenSantarsiero) posted 47 minutes ago. The text of the tweet reads: "Want to learn more? RSVP for my virtual Caregivers Resource and Support Event on Tuesday, December 8th, where you'll hear from AARP about these benefits available for caregivers." Below the text is a promotional graphic for the event. The graphic features a photo of Senator Steve Santarsiero and a pair of hands clasped together. The text on the graphic reads: "State Senator Steve Santarsiero presents a virtual Caregivers Resource & Support Event Tuesday • December 8 12:30 p.m." Below the graphic is a link to the event: senatorstevesantarsiero.com. The bottom of the screenshot shows the Twitter interface with 4 replies and 2 retweets, and a "Show this thread" button.

Speaker Tim Moore @NCHouseSpeaker · 1h
"North Carolina among top states attracting residents from elsewhere in U.S." @CBJnewsroom

The Republican-led General Assembly returns in January to build on the pro-jobs economic policies that are driving this successful growth in our state. bizjournals.com/charlotte/news... #ncpol

Steve Santarsiero @SenSantarsiero · 47m
Want to learn more? RSVP for my virtual Caregivers Resource and Support Event on Tuesday, December 8th, where you'll hear from AARP about these benefits available for caregivers.

State Senator Steve Santarsiero
presents a virtual
Caregivers Resource & Support Event
Tuesday • December 8
12:30 p.m.

To receive the Zoom information to participate in this event,
senatorstevesantarsiero.com

Virtual Caregivers Resource & Support Event - Senator Steve Santars...
Please join us for a virtual Caregivers Resource & Support Event.
Experts from the Pennsylvania Department of Aging, Bucks County ...
senatorstevesantarsiero.com

4 replies 2 retweets

Show this thread

Feat.: Speaker Tim Moore (NC)

Feat.: Sen. Santarsiero (PA)




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WHAT TO POST? DON'T FORGET!


- Repeat & Cross – Communicate
- Stop & Think: Quality over Quantity
- Post What Matters: Crisis Comms, Constituent Engagement
- What's Annual? Holidays, Sessions, Budget

 **Melanie Levesque** @Melanie4Senate · 1h
There will be many great things to come for you Sara! Thanks for your amazing work!!!

 **Sara Persechino** @SaraPersechino · Dec 1
On the Eve of Organization Day wanted to take a moment to experience. It has been an honor work w/ so many to make the li



Feat.: Sen. Levesque (NH)

 **Senator Jane Nelson** @SenJaneNelson · 1h
Especially grateful for our first responders! 🌞!

 **@LewisvillePD** @LewisvillePD · Dec 1

Ofc. Thompson was presented with a Life Saving Award for his quick thinking during a deceased person call. By continuing chest compressions and following protocols for resuscitation, medics were able to revive the subject during transport to the hospital. Thank you Ofc. Thompson!



Feat.: Sen. Nelson (TX)

MAKE A PLAN:

■ What Kind of Plans?

➤ Special Events

➤ Daily, Weekly, Annual

Public Affairs Plan: Week of November 29

Contacts: Mick Bullock mick.bullock@ncsl.org | Berkeley Teate Berkeley.teate@ncsl.org

Holiday: None

Travel: None

Press: Dec. 15 Press Avail

Broadcasting: A Look Ahead – CLS

Podcast:

Monday: Podcast

Tuesday: Legislative News

Wednesday: A Look Ahead – CLS

Thursday: Fiscal

Friday: General Updates

Monday, December 6:

Press: Dec. 15 Press Avail

Social Media – Twitter:

New OAS Podcast Episode

Town Hall Promotion:

* Tune In 🗣️ Have states wrapped 2021 special sessions? We speak to @NCSLorg's Center for Legislative Strengthening this Wednesday at 12:45 PM ET. | #NCSL <https://fb.me/e/1i0EqQMrE>

* Tune In 🗣️ What's the state of legislative operations? Hear from @NCSLorg's Center for Legislative Strengthening this Wednesday at 12:45 PM ET. | #NCSL <https://fb.me/e/1i0EqQMrE>

* Tune In 🗣️ VA & MN are the only split legislatures in the U.S. What's the significance? Don't miss our broadcast this Wednesday at 12:45 PM ET. | #NCSL <https://fb.me/e/1i0EqQMrE>

Webinar:

* WEBINAR | How are legislators working with county officials to improve early childhood? OH Sen. @StephanieKunze & Rep. [EmilliaSykesOH](https://bit.ly/3rpCsc6) weigh in Tuesday, Dec. 7 at 1 PM ET: <https://bit.ly/3rpCsc6>

Social Media – Facebook:

New OAS Podcast Episode

Social Media – LinkedIn:

* How are legislators working with county officials to improve early childhood? Learn first – hand from OH Sen. @StephanieKunze & Rep. [EmilliaSykesOH](https://bit.ly/3rpCsc6) on Tuesday, Dec. 7 at 1 PM ET. Register Today! <https://bit.ly/3rpCsc6> | #NCSL

Tuesday, December 7:

Social Media – Twitter:

SLN:

* What key factors encouraged former RI Sen. Gayle Goldin to accept a Sr. Advisor role at @WB_DOL? Inside 'State Legislatures News': <https://bit.ly/3ltiIAN> | #NCSL

* Would you accept a job with @MajorLeagueFish if you weren't a seasoned angler? Meet AR Rep. @CarltonWing, "lured" into politics after decades on the water. <https://bit.ly/3daVTxa>

* Don't miss @NCSLorg's "Staff Snapshots" – where we ask #legislativestaff about their roles in the legislature, what inspires them and more! #NCSL <https://bit.ly/3t8BeYT>

Podcast:

* As of Dec. 1, 9 states and Washington, D.C. are in 2021 regular or special sessions. Bookmark @NCSLorg's calendar for regular updates: <https://bit.ly/3pinWAJ> | #NCSL

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Webinar: (10 / 12 PM ET)

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Social Media – Facebook:

Meet former RI Sen. Gayle Goldin, who now serves as a sr. advisor at the @USDOL Women's Bureau. Inside 'State Legislatures News': <https://bit.ly/3ltiIAN> | #NCSL

Social Media – LinkedIn:

What key factors encouraged former RI Sen. Gayle Goldin to accept a sr. advisor appointment by the Biden administration at the @USDOL Women's Bureau?

Read the full story by Eric Peterson inside 'State Legislatures News': <https://bit.ly/3ltiIAN> | #NCSL

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TOP 4



1. Keep calm and carry on.
2. Remember your brand!
3. It's public.
4. Utilize Social Media.



Your connection to NCSL:

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Wisconsin State Liaison

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