

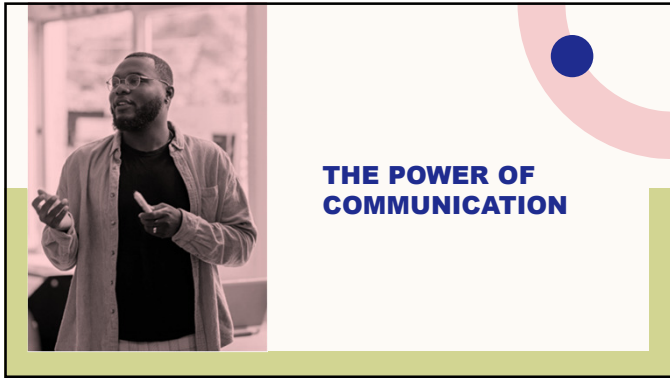
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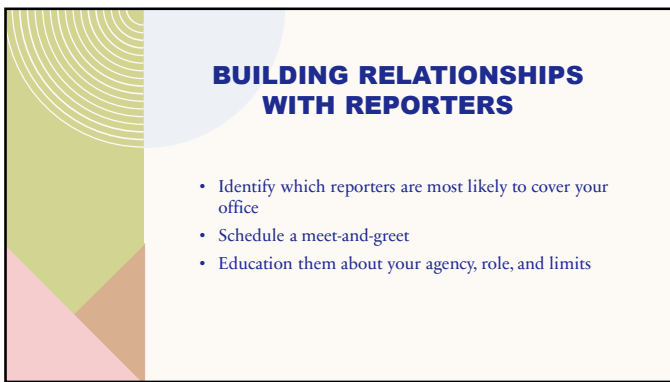
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PRINT VS. TV BROADCAST

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TV vs. PRINT INTERVIEWS

<p>On-camera</p> <ol style="list-style-type: none"> 1. Dress appropriately 2. Mic/lighting setup 3. Body language 4. Live vs. pre-recorded 5. Time constraints 	<p>Print</p> <ol style="list-style-type: none"> 1. Longer and deeper 2. Conversation may feel informal, but your words can still be published verbatim 3. Quotes may be used selectively 4. No immediate airing
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THE NEWSROOM: HOW A STORY IS PUBLISHED

<p>TV</p> <p>News Director: oversees the newsroom, manages staff</p> <p>↓</p> <p>Assignment Editor: coordinates daily news coverage, assigns stories</p> <p>↓</p> <p>Producer: builds newscast, writes and reviews news scripts</p> <p>↓</p> <p>Reporter: conducts interviews, writes stories, presents stories on-air</p>	<p>PRINT</p> <p>Editor-in-Chief: highest-ranking editor, oversees all content</p> <p>↓</p> <p>Editors: manage specific sections, edit content</p> <p>↓</p> <p>Reporter: conducts interviews, writes stories</p>
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PREPARING FOR AN INTERVIEW
Strategies & Tips

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GOOGLE IS YOUR FRIEND!

- If you are not familiar with a reporter, research them and what they cover
- Google the topic a reporter is asking about

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ON vs. OFF THE RECORD, ON BACKGROUND

On the Record
Information can be used with no caveats, you will be quoted

Off the Record
Information cannot be used for publication

On Background
Info can be used for publication; source is not named directly (e.g. "a senior official" "source close to the matter")

Deep Background
Info can be used, but source cannot be identified in any way. No attribution

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WRITTEN RESPONSES


- Sometimes it's best to respond only in writing
- You don't have to answer all questions
- Include main points in one statement or respond to individual questions

Likely the only scenario you'll get questions in advance

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DURING THE INTERVIEW

- State your key messages early and often
- Anticipate tough/off-topic questions
- Facts & figures: Data can be helpful
- Avoid reading from a statement, keep it conversational



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POST INTERVIEW

- Ask when the report will be published or aired
- Share documents, photos/video they can use
- Invite the reporter to call back for more information

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WHEN REPORTERS GET IT WRONG


Use Your Judgement: Major vs. Minor Error

Major:

- Point out the error clearly and quickly
- Be respectful, explain the impact

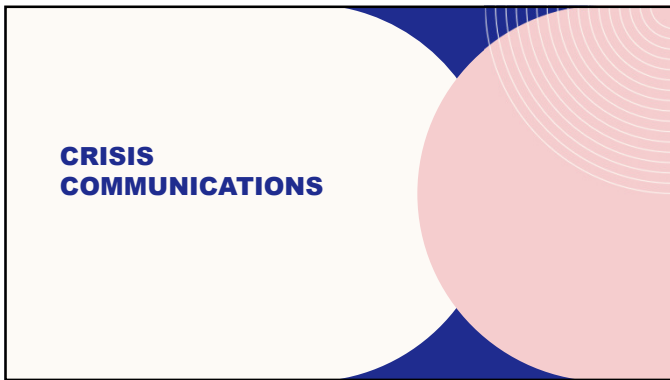
Minor:

- Let it go... OR...address the specific issue
- Describe why the error matters




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CRISIS COMMUNICATIONS



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CRISIS COMMUNICATIONS



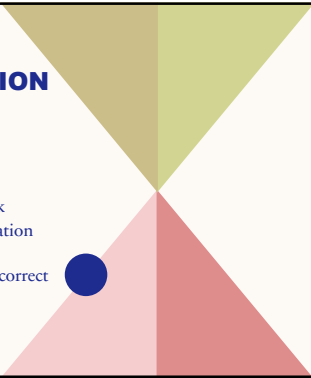
- Be honest with your team about what you know and don't know
- Set expectations: "We'll have an update at 3 p.m."
- Share information internally before it goes out to the media

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CRISIS COMMUNICATION WITH THE MEDIA

Tips & Tactics:

- You don't need to reveal everything
- Social Media: "X" (Twitter) & Facebook
- Give reporters a sense of when information will be released
- If facts change or evolve, make sure to correct the record quickly



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HOW TO CRAFT A NEWS RELEASE



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BEFORE YOU WRITE

- ✓ Know Your News Angle
- ✓ Define Your Objective
- ✓ Identify Your Audience



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NEWS RELEASES

TIPS

- Develop a template
- Provide a quote
- Share as much info as you can to help minimize follow-up questions/calls
- Have a designated media contact listed

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ORGANIZING A NEWS CONFERENCE

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NEWS CONFERENCE

TIPS

- Designate speakers and subject-matter experts
- Set the location thoughtfully
- Prepare press kits or handouts

OTHER METHODS:
Podcasts, blogs, FAQ's on your website to get your message out

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SOCIAL MEDIA

- Goal: our pages are the first place to seek current information
- Post weekly-biweekly on Facebook and X/Twitter
- Balanced approach emphasizing information that applies to voters, clerks, and media



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CLERK RESOURCES



- News release templates:
<https://elections.wi.gov/memo/post-election-audit-news-release-template-available>
- Election FAQ's:
<https://elections.wi.gov/news-events/wisconsin-election-faq>
- Social media calendars/draft posts
<https://elections.wi.gov/memo/fall-2024-social-media-posts-clerks-and-communications-guides-now-available>
- Election topics A-Z
<https://elections.wi.gov/clerks/election-topics-z>

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THANK YOU!

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