MEDIA TRAINING

For Campuses:
Chancellors, Vice Chancellors, Deans, Directors
PIO and Support Staff

Presented by
External Affairs & University Relations, UH System
External Affairs & University Relations

EAUR is the communications arm of the University of Hawai‘i System administration and the primary liaison with government and media.

Collegiate Licensing
Media Production
Government Relations
Public & Media Relations
Campus Communications

• Communications staff (PIOs)
  – Public Relations/Media Management
  – Website/Online/Social Media
  – Community Relations
  – Internal Communications
  – Emergency Communications

• Marketing/Recruitment

• Production (print/video/online)
Strategic Communications

Required as part of the job of unit leader
What is important for public to know @ you?
Identify your “message” who/what you are
Don’t wait for media to call
Find ways to tell the story & “pitch it”
Establish media relations positively
Importance of media relations

Media relations is a crucial component of effective public relations, which helps us to:

• Increase community awareness
• Build and maintain relationships
• Create better understanding and support for University of Hawai‘i issues
• Help form positive public opinions
Communications Tools Today

• The Good News! **Easier than ever**
  – Internet – email, social media, online
  – Internal/External Relations

• The Not So Good News: **News media key**
  Mass Media (tv, radio, print) still the most comprehensive & powerful tool – use it!
Why are you here?

- Level the playing field
- Empower you to benefit
- Determine the message
- Spread the message
- Exercise your rights
- Utilize it to your advantage
IF YOU DON’T SAY IT.... THEY CAN’T USE IT.
Guidelines to working with media

• Respond promptly to media requests
• Set an agenda
• Prepare for the interview
• Tailor answers
• Think messaging through
• Double check facts
• Don’t make it up if you don’t know
• Check your appearance beforehand
You Have Rights!

• To know the content and purpose of the interview
• To know who else is being interviewed
• To know the length of the interview
• To request questions in advance
• To have a second person present
• To answer without interruption and get your points across
• To know how the interview will be used
• To say “I don’t know. Can I get back to you?”
Tips for Staff

Reporter calls and YOU pick up the phone

*What do you do???? Don’t panic.*

Party is “not available” right now
Take name, number, news outlet
May I tell him what this is in reference to?
Could you please email your questions?
What is your deadline?
The story is a “GO”!

- Ask for questions in advance (so I can gather any data or information you might want)
- Who else are you interviewing for this story? (so you know the “playing field”)
- How long will the interview take?
- Where will the interview take place?
- When will your story air?
MESSAGING

The most important thing you will do. Pick three key facts/statements/points that summarize your message – what you want the reporter to put in the story. Write them out, decide on the best wording, commit them to memory. Practice them!

THIS IS YOUR MESSAGE!
Before the interview

• Check your appearance in a mirror
• Hair in place
• Blot face
• Attire properly worn
• Reset posture
• Lean forward
• Maintain eye contact
• Smile
During the interview

- Take charge of the interview – use messaging
- Always use simple sentences
- Play it straight – don’t be cute
- Okay not to have all the answers
- Avoid jargon, academic lingo
- Don’t let outrageous statements go unchallenged
- Don’t allow words to be put in your mouth
- Don’t fill the void – silence is golden!
- Ask for a re-do if you want one
During the interview

• Assume everything you say will be quoted
• Never say “No comment”
• Accentuate the positive
• Repeat your message often
• It’s okay to start over, even for TV (not live)
• If you don’t know, “let me get back to you”
• Answer every question with your message
No Comment Alternatives

• I am unable to discuss that matter in public
• Our policies require confidentiality in matters
• That has not been determined yet
• These issues/matters are being discussed now
• I am prohibited from providing that information
Television interviews

• Be yourself
• Look at interviewer, not camera
• Keep answers CLEAR, CONCISE and SIMPLE
• If you are caught off guard, repeat the question
• Taped interviews – restate your answer if needed
• Assume microphone is always hot
Sand Traps

- Looking for a fight
- Wrong facts
- The loaded question
- The hypothetical question
- Assumptions
- Fishing for conflict
- Bullying
- The pregnant pause
- Reporter bonding
- No comment
Dealing with media during a crisis

• Know your “first contacts”
• Determine the facts
• Create talking points
• Designate one person to speak to media
• Stick to the message
• Say what you know, what you don’t
• Tell when you’ll have an update
Testifying at the Legislature

- Submit written testimony 24 hours in advance
- Chair will have list of all submittals
- Committee will have read your testimony
- Stand, state name, “stand on written testimony”
- Question/Answer Period
UIPA/Public Records

- UIPA (state version of FOIA)
- OIP online database – required
- Date received, send acknowledgement
- 10 working days to respond (send form)
- Extension for additional 10 days (form)
- Log into OIP online database
Document Request

Send confirmation, noting date received
Evaluate reasonableness w/ internal expert
Notice to Requestor if fees/time involved
Acknowledgement to Requestor if >10 days
Down payment triggers search
Note justification for denial
Notice to Requestor

TO:
FROM:

(Agency name & telephone number of contact person at agency)

DATE REQUEST RECEIVED:
DATE OF THIS NOTICE:

GOVERNMENT RECORDS YOU REQUESTED (attach copy of request or provide brief description below):
1.
2.
3.
4.

NOTICE IS PROVIDED TO YOU THAT YOUR REQUEST:

☐ Will be granted in its entirety.
☐ Cannot be granted in its entirety because:
  ☐ Agency does not maintain the records. (HRS § 92F-3)
  ☐ Agency that is believed to maintain records:
  ☐ Agency needs a further description or clarification of the records requested. Please contact the agency
    and provide the following information:
  ☐ Request requires agency to create a summary or compilation from records not readily retrievable.
    (HRS § 92F-11(c))

☐ Is denied in its entirety
☐ Will be granted only as to certain parts

Based upon the following exemption provided in HRS § 92F-18 and/or § 92F-22 and other laws cited below.
(Portions of records that agency will not disclose should be described.)

<table>
<thead>
<tr>
<th>RECORDS OR INFORMATION WITHHELD</th>
<th>APPLICABLE STATUTES</th>
<th>AGENCY JUSTIFICATION</th>
</tr>
</thead>
</table>


Acknowledgement to Requestor

TO:
FROM:  
(Agency and name & telephone number of contact person at agency)

DATE REQUEST RECEIVED:

DATE OF ACKNOWLEDGEMENT:

GOVERNMENT RECORDS YOU REQUESTED: (attach copy of request or provide brief description below)

1. 
2. 
3. 
4. 

This acknowledgment is provided in accordance with section 2-71-13, Hawaii Administrative Rules ("HAR"), because the following extenuating circumstance(s) exist:

☐ Agency must consult with another person to determine whether the record is exempt from disclosure under chapter 92F, HRS.
☐ Request requires extensive agency efforts to search, review, or segregate the records, or otherwise prepare the records for inspection or copying.
☐ Agency requires additional time to respond to the request in order to avoid an unreasonable interference with its other statutory duties and functions.
☐ A natural disaster or other situation beyond the agency’s control prevents the agency from responding to the request within ten business days.
Fees

- Search: $2.50 per 15 minutes/$10 per hour
- Review: $5 per 15 minutes/$20 per hour
- Copying: $.10 per page

Down Payment:
½ of search/review fees
100% of copying fees
Remember:

• You are not obligated to create a document that does not exist as part of an agency’s general business practices

• Exclusions to disclosure:
  
  Privacy exception
  Litigation privilege
  Frustrates govt. purpose
  Law & Order document
  Legislature working doc
Mahalo!

www.hawaii.edu/news