

Media, Image and Marketing

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Experience with Media?

- Positive and not-so-positive?
- Goals for today

Objectives

- New media vs. traditional media
- Framing for a target audience
- Strategies for accessing media
- Strategies for working with journalists and tips for being interviewed

Last Year's Best Headlines

Or don't believe everything you read in the papers...

"A Reason for Odor Found at Sewer Plant"

The Sand Mountain Reporter (Albertville, AL)

1/27/04

"Prostate Cancer More Common in Men"

The Hermann Advertiser-Courier, Hermann, MO.

"Tips to Help Prevent Headaches After You Die"

The Record (Hackensack, NJ)

1/22/04

"Never Withhold Herpes From a Loved One"

Information overload



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- Accessing media is highly competitive: think strategically



why do media?

Importance of Sharing Your Expertise

- Public's health
- Promoting evidence-based practice
- Advancing different perspectives on health and health care
- Inspire people
- Establish your expertise
- Influence Policy

News media are key to getting our messages to the public and policymakers.

Agenda-setting
Grassroots mobilization
Media advocacy



Possibilities

- Translational paper
- Commentaries and narratives in scholarly publications
- Op eds in news media
- Policy brief
- Broadcast media
- Social media

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Healthstyles



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Blogging

 Disruptive Women in Health Care www.disruptivewomen.net

JAMA Forum
 www.newsatjama.jama.com

 Center for Health, Media & Policy at Hunter College

www.centerforhealthmediapolicy.com

What do you do when a journalist contacts you for an interview?



The New T

Sunday, July 4, 2010

People Still Read This!

Millions of consumers still on newspapers. television and radio as sources information. While new according to Timothy media and social media Williams, president of have certainly become an DIMEPR, a national public integral part of today's relations agency.

marketing and communication mix, follo "traditional media still ump of packs a powerful punch," The that rela: the



If we want to be leaders in health care, we must understand how to respond to and be proactive with traditional and new media

"Expert" Sources

- 1. Specializes in research area on the story topic
- 2. Ability to explain complicated medical information in layperson's terms
- 3. Treats patients
- 4. Professional rank and affiliation
- 5. Quotability
- 6. Degrees earned

no more excuses



"I know nothing about the subject, but I'm happy to give you my expert opinion."

Barriers

- Fear
- Access to journalists
- Framing
- Translating research and jargon
- Institutional policies



Waiting...



In a Web 2.0 world, you do not need to wait for journalists to come to you to disseminate your work.

Access to Media to Shape the Message

Entertainment Media

Traditional
News Media

Social Media

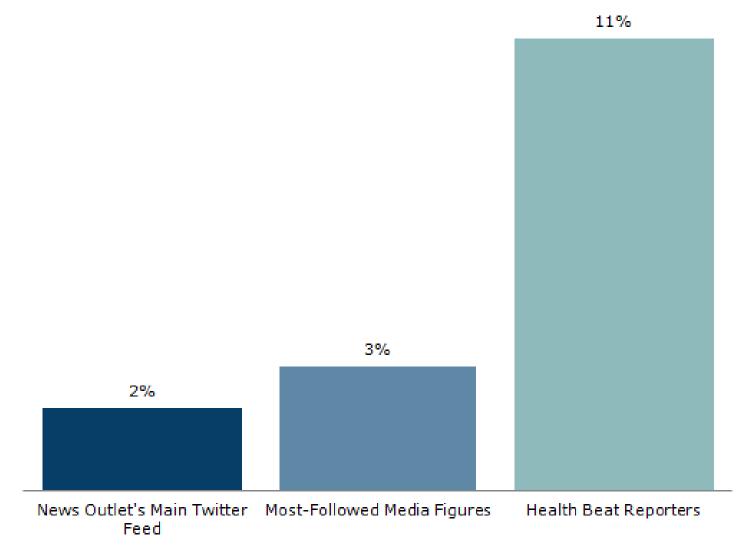
Hard to

Access

Easy to Access

Use of Twitter for Information Gathering

Percent of tweets focused on obtaining information from audience

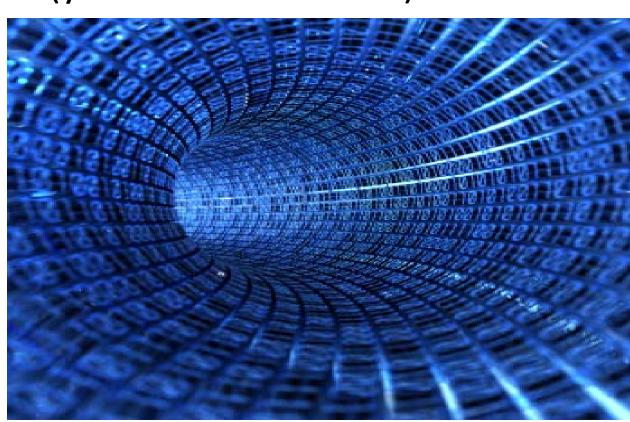


Date Range: February 14-20, 2011

PEW RESEARCH CENTER'S PROJECT FOR EXCELLENCE IN JOURNALISM AND THE GEORGE WASHINGTON UNIVERSITY'S SCHOOL OF MEDIA AND PUBLIC AFFAIRS

New Media Opportunities

- Dedicated web site/page with user-friendly url
- Social networks (your own or others')
 - Facebook
 - Twitter
 - Blogs



Framing for Accessing Media: What Makes the News?

- Controversy
- <u>Injustice</u>
- Sensation
- Timeliness
- **Prominence**
- Conflict
- Novelty
- Emotional



UPDATES

How you can access media

- Call in on talk radio
- Write Op-ed pieces
- Write letters to editors
- Explore starting radio or TV program
- Use social media
- Get media training/coaching
- Press releases, media advisories

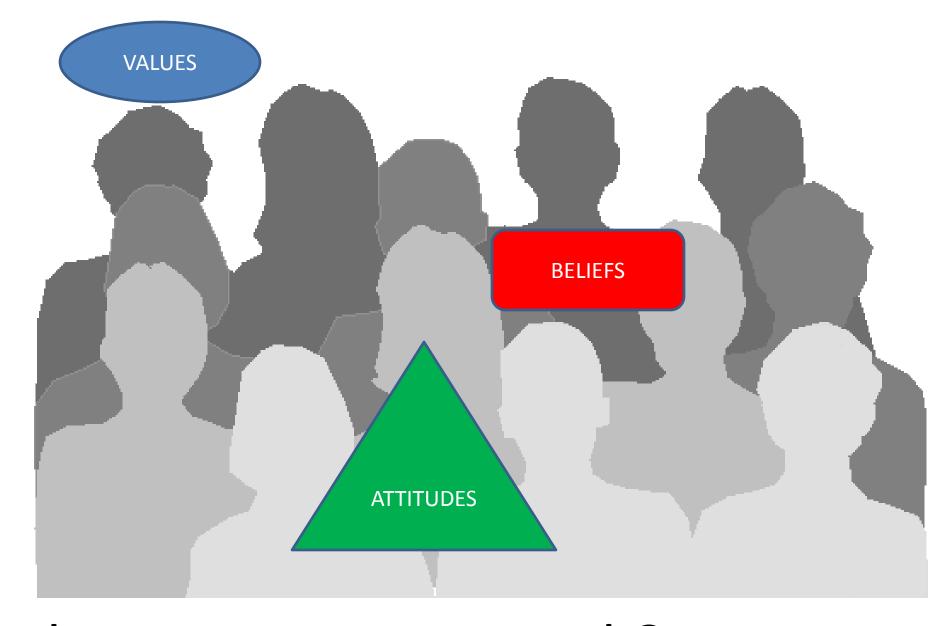
Be Responsive to Journalists

How to ace an interview





Message Plan and Framing



Who am I trying to reach?

What am I trying to get them to do?

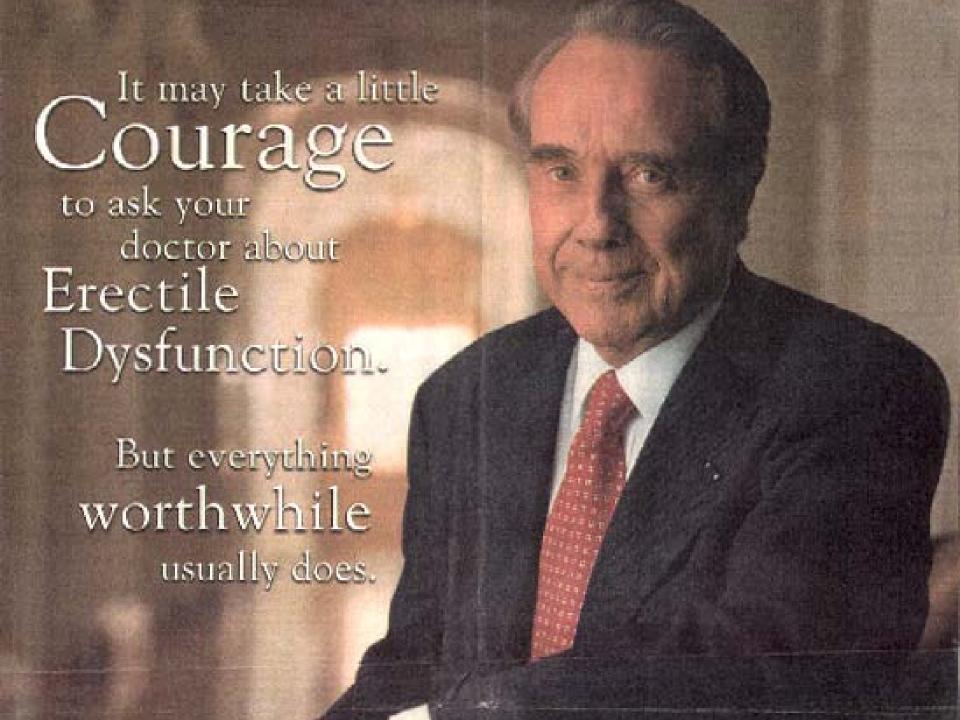


Create three key messages

Values, attitudes, beliefs of audience

Framing for advocacy

- Careful use of language and images
- Images for TV and print
- Create the rhetoric
 - Designated Driver
 - "Preserving Medicare" vs. "Cutting Medicare"
 - Social Security: "Personal accounts" vs."privatization"



• Frame your language to fit the audience you are trying to reach



What is the story you have to tell?

 Use a personal story or anecdote to make your message stick

Paint a Picture

- Data can be overwhelming for a lay audience.
 - Select one or two key statistics.

 Life-like examples put meat around the bones of the story. Reporters primarily want two things: An interesting story and an interesting person to interview

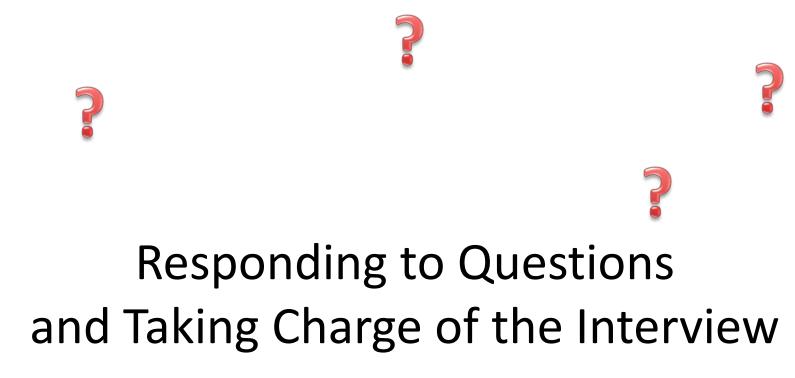
You want to be quotable & memorable

Be Prepared

- Write down the three major points you want to make.
- Anticipate likely questions.
- Have facts at hand
- Know what you're going to say.
- Know why you are going to say it.



Key Messaging Techniques





Common Pitfalls

✓ Do more than give a yes or no answer to the question.

✓ Don't speak off the record or say "No Comment" or "I don't know."

Common Pitfalls

✓ Don't give answers that are too long and rambling.

✓ Don't overwhelm with statistics.

Remember Your Audience



- Your audience is the person at home reading the article, watching or listening to the program.
- Speak in language that anyone can understand.
- Avoid complex medical terms or jargon.
- Some medical/science reporters are knowledgeable about their beat.



People Are the Story

- Use patient/subject examples as often as possible.
- Need permission of patient/subject or must change details so not recognizable.
- Is patient/subject willing to tell his or her story to the media?

Bridging

- Used when asked a question not on your agenda.
- Briefly respond to (acknowledge) the question before moving or "bridging" to your key messages.

Simple Bridges

- "That was the case previously. Today, what happens is ..."
- "I don't know the answer to that. What I do know is ..."
- "That used to be important. What's changed is ..."
- "That's a good question, but the important thing I'd like you to know ..."
- "Yes, and furthermore ..."



Hooking

- Leave a sweet taste at the end of something you've said so that the reporter will want to ask you a follow-up question.
 - Turns monologue into dialogue.
 - Creates opening for the reporter to ask follow-up question.
 - Adds credibility by involving the reporter in the conversation. The stage is set for you to emphasize key points.

Sample Hooks

- "You'd be surprised at what our research indicates ..."
- "We found several things that are particularly important ..."

Flagging

- Plant a flag or highlight a point with your voice or by using superlative expressions.
- A way of underscoring what is important either through repetition or by saying:
 - "The most exciting part of this research is"
 - "If there's one thing you need to know it's"



Presentation Basics

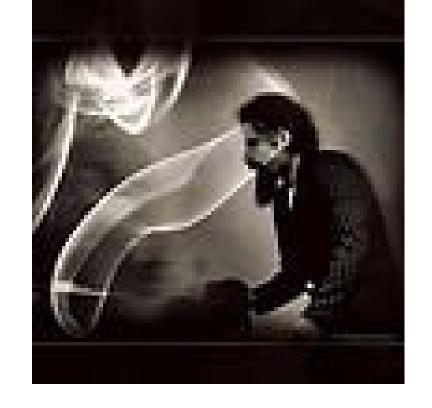
- How to speak
- What to wear
- What to drink
- How to relate to the interviewer
- How to relate to the audience
- How to handle disagreement with the interviewer or other guest



Your worst fears...

- I'll be misquoted
- I'll forget what I'm saying
- I'll say the wrong thing
- My work will be attacked
- And...





Accessing Media

Building relationships with journalists

- Respond stat
 - Ask about deadline



- Offer to call back once you have your thoughts together, if necessary
- Offer to be a resource
 - For interviews
 - To recommend others
 - Don't always expect to be quoted; you can still shape the journalist's story

Discussions with journalists

- Journalists have little time and often are on deadline; help them.
- The story or part of the story or neither?
 - Roche, J.P. (2002). Print media coverage of risk-risk tradeoffs associated with West Nile Encephalitis and pesticide spraying. *Journal of Urban Health*, 79(4), 482-490.
 - Level of precision: "deadly virus"
 vs. "10 people died" vs. "5% or
 5 of 100 people were infected"
- Become a trusted source

Media Resources

- University or health care employer
- Funder
- Health-related or nursing organization most pertinent to your work
- Social media



Working with PR

- Talk to your facility's PR department before you agree to an interview.
 - Institution's guidelines
 - Deciding whether to use your affiliation

When working with external PR people, tell them

everything.

PR Department

- Develop a comprehensive strategy to saturate media with your message
- Connections with print and broadcast media
- Help with framing and messaging
- Consider developing a press event with online component
- Flip cameras, recorders and other accessible
 AV equipment

Questions?

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