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Water Reuse Media Tips

July 1, 2015 Gabriela Dow

THE CLE

- * Drought Provid
- + Locally Controlle
- * Environmental



• What is the Media?

• Interview strategies

• Water reuse media clips

Background.



WIN PM



22

Greg Hermann

Media Gallery

Flag media



• What is the Media?

- Newspapers
- Television
- Radio
- -"Electronic news"
- -Digital media
- -Social media
- Comment sections



• Who is the Media?

- Reporters
- Editors
- Producers
- -Writers
- -Bloggers
- The public
- -Periscope, Meerkat apps



- Interview strategies
 - Control
 - Negotiate
 - -Select
 - Prepare
 - Follow-up

They control... You control...

- -Decision
- -Location
- -Interviewe
- -Messages
- -Messages
- -Messages



You can't negotiate...

- -Passion
- -Expertise
- -Experience



Who do you select?

- -Authority
- -Trained
- -On-message
- -Jargon-fre
- -Match for medium



- How do you prepare?
 - -Media outlet details (other interviews?)
 - -Be sensitive to deadlines
 - -Live or taped? By phone?
 - -Front-page or side column?
 - -Can responses be provided via email?
 - -Background info (for you *and* the reporter)



- Effective Communications
 - -Bridging ("What I can tell you...")
 - -Redirecting ("The real question
 is...")
 - -Focusing ("What's important here
 is...")
 - Reinforcing ("That's a great question...")
 - -Repeating (key messages to fit any



- Communication Etiquette
 - -Not a conversation. Repetition is not rude.
 - -Avoid jargon, consider the audience.
 - There is NO "friendly conversation"

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-Follow-up.
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Avoid surpris or being "bi



Understand th nature of the media / repor

Man captures photo of raccoon 'riding an alligator'

() 16 June 2015 US & Canada



A man walking in a national forest in central Florida has captured a rare image of a raccoon appearing to ride on the back of an alligator.

The mic is ALWAYS on!





Water reuse media clips





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