



MESSAGING &

MEDIA

Making the most of earned media opportunities



Ashley All, Kansas Common Sense Fund





WE WILL COVER:

- The state of media in Kansas
- What is earned media?
- What are the benefits of earned media?
- How do we best utilize earned media?
- The importance of values-based messaging
- Message research & recommendations
 - Examples



The image features a central dark green rectangular area containing white text. On either side of this central area, there are stacks of newspapers, shown from a side-on perspective, with their pages fanned out. The newspapers are aged, with a yellowish-brown tint to the paper. The background behind the newspapers is a light, pale blue color.

STATE OF THE MEDIA



STATE OF MEDIA

- Americans getting news from divergent sources
- Newspapers are consolidating
- Newspaper staff is dwindling
- The fight for attention is at an all time high.
- Most people get news through digital sources.
- Traditional news sources (TV, radio, newspaper) are declining.
- Demographics influence news sources.



NEWSPAPER OWNERSHIP IN KANSAS

NEW MEDIA INVESTMENT GROUP OWNS:

1. Gatehouse media: Pulaski County Weekly, Dodge City Daily Globe, The Leavenworth Times, McPherson Sentinel, The Newton Kansan, The Morning Sun, Andover America, Augusta Daily Gazette, The El Dorado Times, Kiowa County Signal, The Pratt Tribune, St. Johns News, Wellington Daily News, La Estrella, Lansing This Week, The Fort Leavenworth Lamp

1. Gannett: Salina Journal, The Hutchinson News, Topeka Capital Journal

CHATHAM ASSET MANAGEMENT OWNS:

McClatchy: KC Star, the Olathe News, the Wichita Eagle





TELEVISION OWNERSHIP IN KANSAS

MAJOR TV NETWORKS

- Commercial networks, “The Big Four:” CBS, NBC, ABC, Fox
- Educational networks: PBS
- Spanish-language networks: Telemundo, Univision

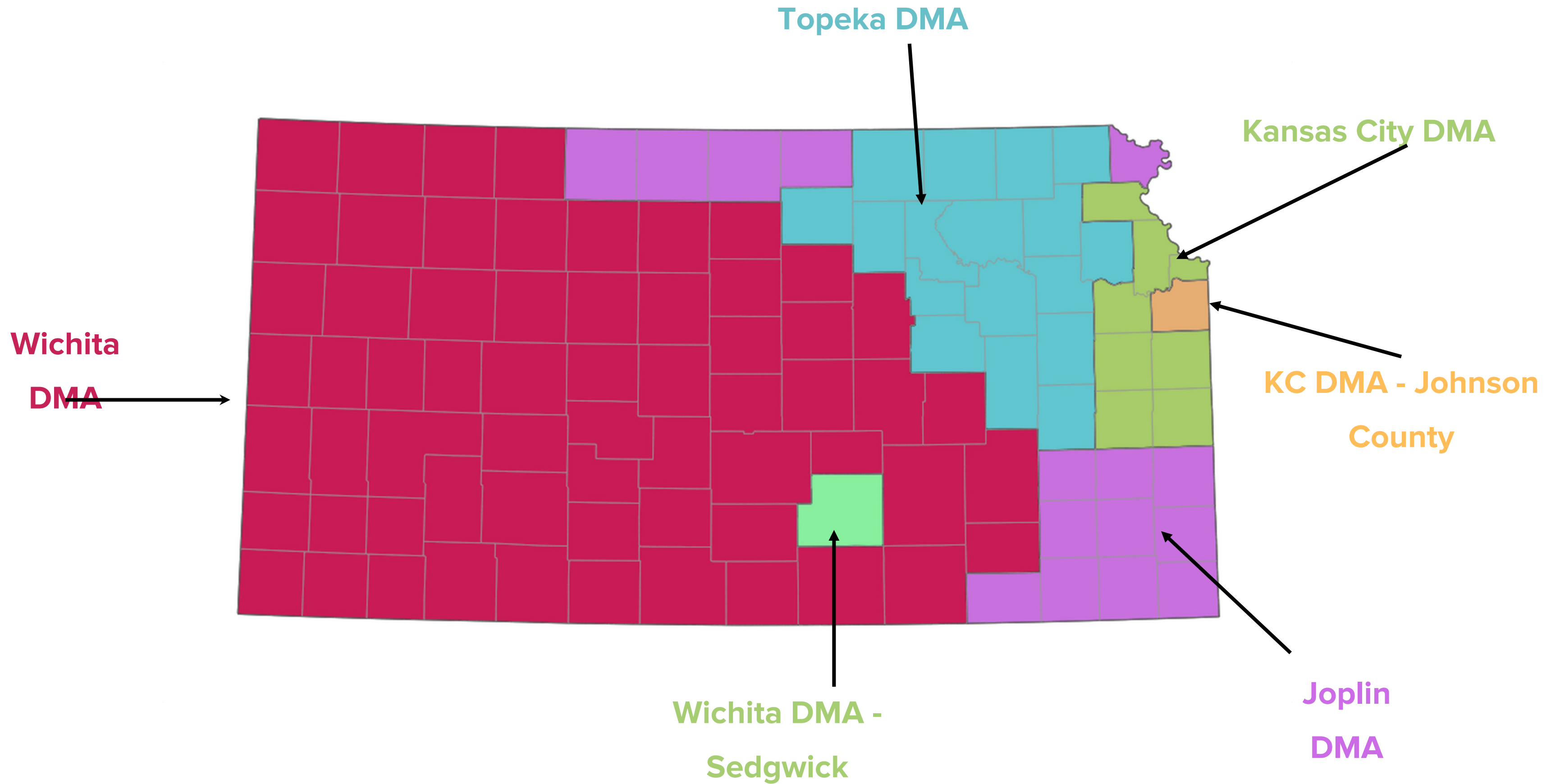
TV STATION OWNERSHIP

- GRAY TELEVISION: WIBW (Gray Television), KWCH12 (Gray Television), KCTV 5 (Gray Television)
- NEXSTAR: KSNT (Nexstar Media Group), KSNW (Nexstar Media Group), WDAF (Nexstar Media Group)

Misc owners: KOAM (Morgan Murphy Media), KSHB (E. W. Scripps Company), KAKE (Lockwood Broadcast Group)



Media Markets



The image features a dark green background with two stacks of newspapers on the left and right sides. The newspapers are rolled up and stacked, showing the edges of the pages. The text is centered on the background.

EARNED MEDIA

Connecting with audience means
choosing the right channel



TYPES OF MEDIA

Paid Media:

- Content that is promoted through paid placements like television ads, pay per click ads, pop-ups, and sponsored social media or influencer posts.

Owned Media:

- All media that is owned and controlled by an organization or brand, such as a website, blog, social media pages, brochures, etc.
- It is what you create and control.

Earned Media ***

- Earned media is content or press coverage that's generated organically without your company directly purchasing or paying for it.
- It is published by a third party (newspaper, television news, etc)
- Earned media is a powerful tool to generate trust and credibility.





WHAT IS EARNED MEDIA?

YOU HAVE TO EARN IT!

- Earned Media is a chance to share your message through unpaid media channels.
- How do you generate earned media?
 - Media Interviews
 - Press Releases
 - Story Pitches
 - Presentations or Speeches
 - Demonstration, Rally, Events, etc.
 - Influencers



MAXIMIZE EARNED MEDIA:

- Each story and quote is an opportunity to put your message or issue in front of constituents or voters FOR FREE.
- We must deliver the most effective or compelling message every single time.
- Make the most of each opportunity by:
 - Make sure your message is clear, concise
 - Sticking to your core message
 - Be mindful of word choice and tone
 - Be relevant and timely
 - Choose messenger wisely
 - Be prepared - PRACTICE!



STORY PITCHES

Pitch vs. Press release: A pitch can be exclusive, and it's more of a personalized, almost informal press release that goes to just one reporter.

KEY INGREDIENTS TO A GOOD PITCH:

- Goal: What do you hope to accomplish? Specific headline?
- What's the hook? Is there something new or timely?
- Who is on the record? Reporters need experts who can speak to the issue. Can you provide statement? Can you direct them to another messenger who can speak to this issue?
- Context and research: Provide reporters with the background information they need to write the story you want.
- Always keep your audience in mind.





INTERVIEWS

Best Practices: Making every quote
count



INTERVIEW BEST PRACTICES

Interviews are serious business.

Every opportunity to talk to the public and share your messages FOR FREE is a gift. Use it and prepare accordingly!

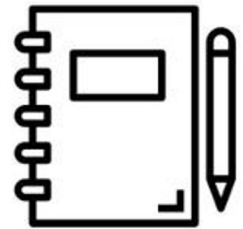
Every time you speak to a reporter, you speak for your organization.

PRACTICE MAKES PERFECT.



Preparing for Interviews

Set Yourself up for Success



Make a Plan

- Get Interview Details
- Request Talking Points
- Brainstorm Possible Questions
- Anticipate the Opposition



Make Time to Practice

- Even Pros Practice
- Mock Interviews
- Consider Recording
- Get Feedback



Make Space for Interview

- Consider Environment
- Avoid Distractions
- Don't be Afraid to Repeat
- Have a Teammate Present



THE INTERVIEW

- Set ground rules: length, parameters, attribution, physical boundaries, etc.
- Clearly articulate when you are on and off the record.
- Remember:
 - Reporters have a job to do - even if they are your friend.
 - The trick of pausing...
 - If you disagree with the premise or framing of the question, restate it in your frame.



INTERVIEW TIPS & TRICKS

From Forbes: Seven Tip for a Successful Media Interview

- **Know your message.**
 - **What is the goal - what is the main points you want to convey?**
 - **Write them down and repeat.**
- **Keep answers short and sweet.**
- **Use your silence.**
- **Be in control. Direct the interview.**
- **Stay calm. Never lose your cool.**
- **Practice, practice, practice.**



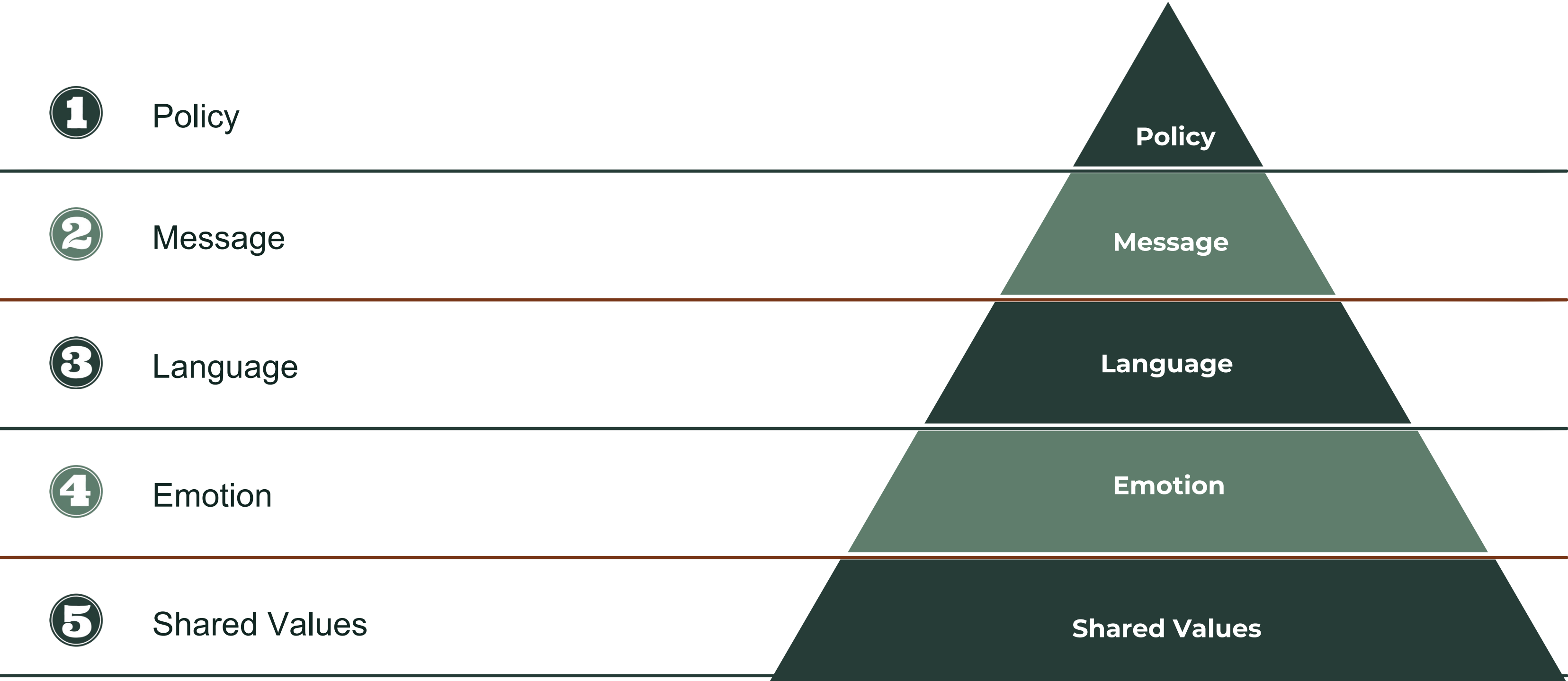
VALUES-BASED MESSAGING

Building a strong message





Building a Values Foundation for Our Message





Building a Strong Message: Start with Values

The strongest messages are built on a foundation of shared values. Understanding your target audience is critical.

Example: Medicaid Expansion



Shared Value

We all work as hard as we can to provide the best for our families.



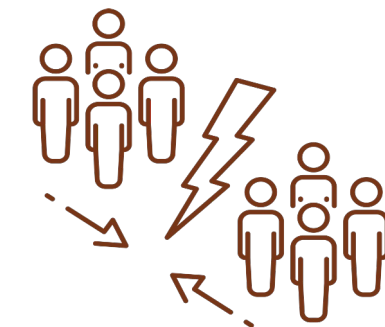
Define the Problem

But when a gallon of milk costs over \$3 and gas is \$4, even some of the hardest working people I know avoid getting the care they need.



State Position

That's why we need to expand Medicaid. We need to keep our tax dollar in Kansas to help our loved ones get the care they need.



Remove Partisanship

All of us have been affected by tough times. Medicaid Expansion will help hardworking people stay healthy and get back on their feet.





Building a Strong Message: Start with Values

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Example: Child Care



Shared Value

We all work as hard as we can to do the best for our families and keep our kids safe.



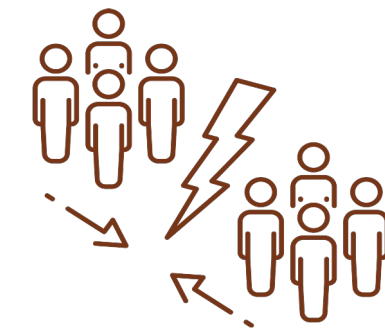
Define the Problem

But when a gallon of milk costs over \$3 and child care is unaffordable, even some of the hardest working parents I know can't afford child care in their communities.



State Position

That's why we need to do more to help make child care more affordable for families. It is good for healthy brain development in kids and good for our economy.



Remove Partisanship

It doesn't matter who you are or where you live, we all know someone who has struggled to find affordable child care.



Building a Strong Message: Start with Values

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Example: Food Insecurity



Shared Value

Growing up, we were taught that if we work hard, we can provide for our family.



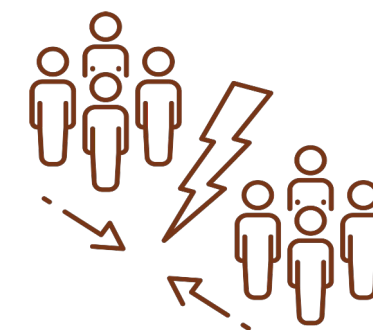
Define the Problem

But that feels harder to do these days with the cost of everything – even food - rising. Even some of the hardest working Kansans are having a hard time making ends meet.



State Position

That's why we need to eliminate the extra paperwork and red tape that makes it harder for honest Kansans to keep food on the table.



Remove Partisanship

We're all impacted by skyrocketing costs. Eliminating this red tape will help hardworking people get back on their feet.





THANK YOU!

Let's Discuss

www.kscommonsensefund.org

