

Owning The Media: Creating Messages that Stick; Killing the Interview; Developing Your Own Media Outlet

Matt Deichmann, Francis Howell
Chris Tennill, Clayton
Alex Fees, Rockwood
Samantha Fitzgerald & Paul Lewis, Park Hill

**MASA/MOSPRA Pre-Conference Session
Wednesday, April 4, 2018**

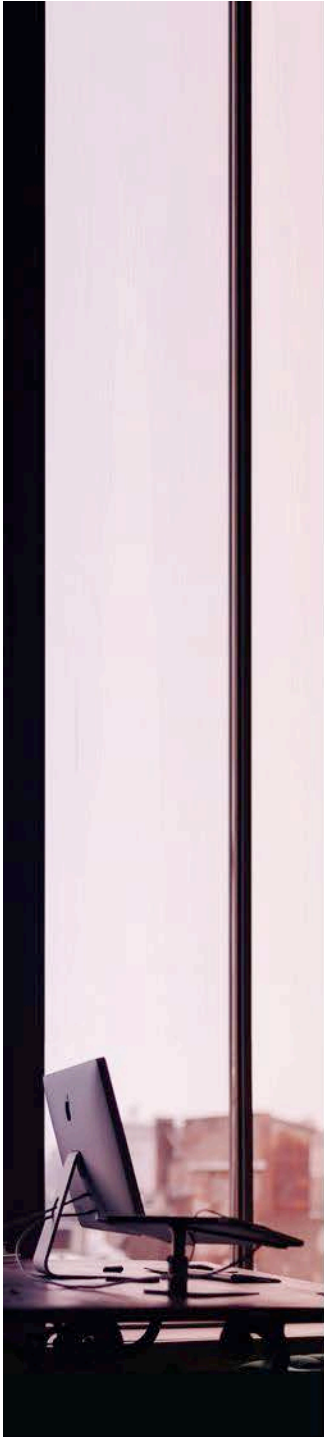
Matt Deichmann

- Southern Illinois University
 - Radio & TV
- 20+ years in TV news at WSIL-TV, KPLR-TV, SBTv
- Anchor, writer, producer, director, videographer, editor
- Three-time Emmy winner
- Eleven years in school PR/Communications – Wentzville, EducationPlus, Francis Howell

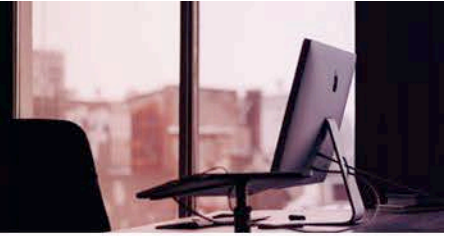


Chris Tennill, APR

- SLU - Communications
- Chief Communications Officer - Clayton (17yrs)
- Past MOSPRA president and NSPRA VP
- NSPRA's New Professionals Program
- Passionate about mentoring/helping others learn
- We all win and lose together!



Alex Fees

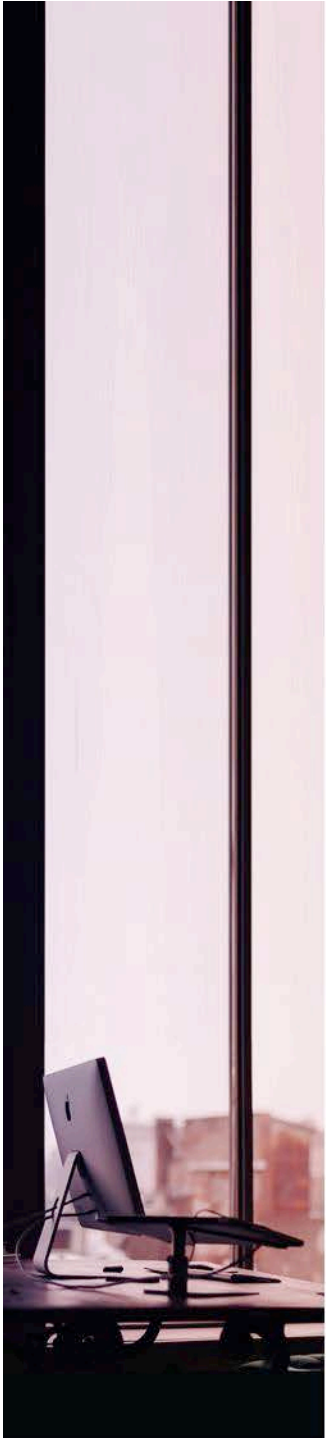


- 25 years in television news
- 3 years in public school communications at Mehlville and Rockwood
- KSDK/Fox-2 St. Louis
- freelance: NBC Today Show, ABC Good Morning America; also Rachael Ray Show, Food Network, Inside Edition
- 4-time Emmy Award winner



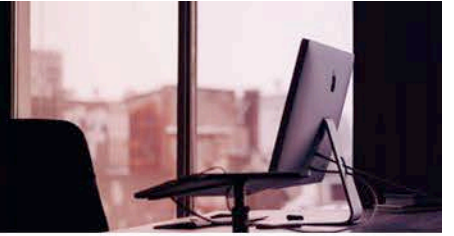
Samantha Fitzgerald

- Mizzou - Broadcast Journalism
- Fox 4 in KC - Producer
- Park Hill - Communications Specialist (reporter & producer)
- Interview students, staff and community members
- Work with media to share news & tell stories



Paul Lewis

- Vocational school
- Film and edit videos, photography
- Make the story come to life
- Troubleshoot and provide technical support
- Creativity & technical knowledge





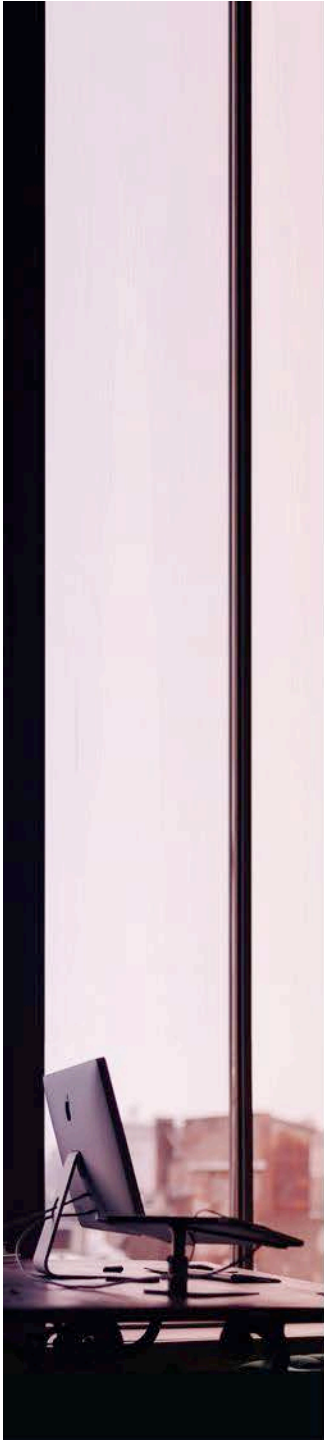
Why is Effective Communication Important?

**Strong Communication Skills
Helps School Administrators
Get and Keep Their Jobs!**

A NSPRA survey of 31 superintendent search consultants clearly identified lack of communication expertise as the main reason administrators lose their jobs. That study also found that the key skills school boards want in new administrators are the ability to effectively communicate both vision and leadership.

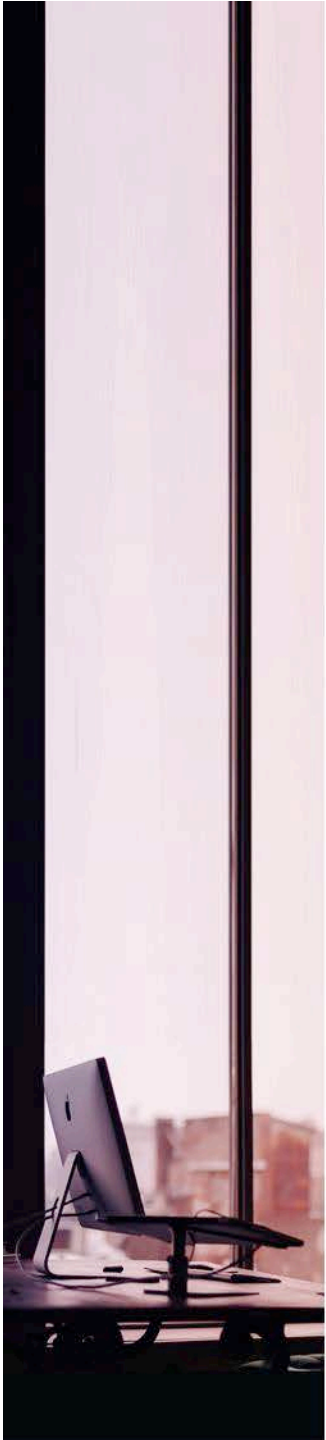
Media in Flux

Once upon a time, there were three TV stations, two radio stations, and one newspaper as a source for news in most large markets.



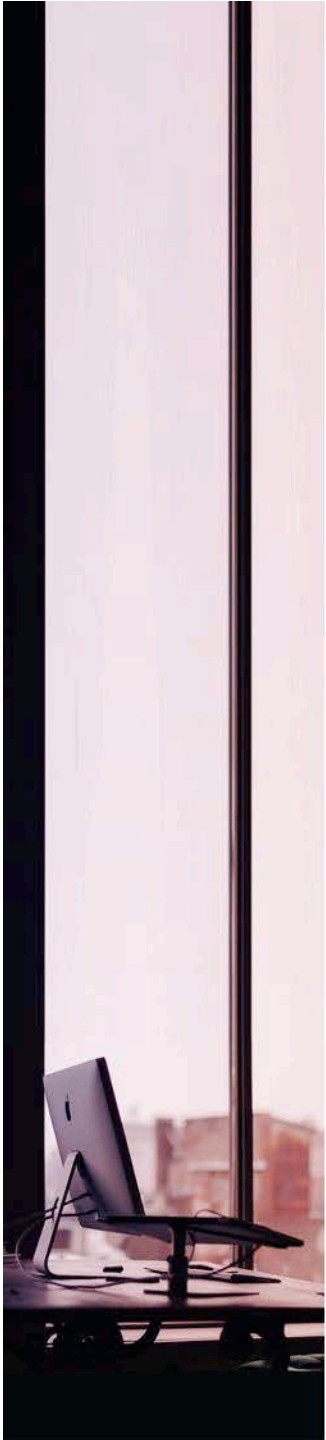
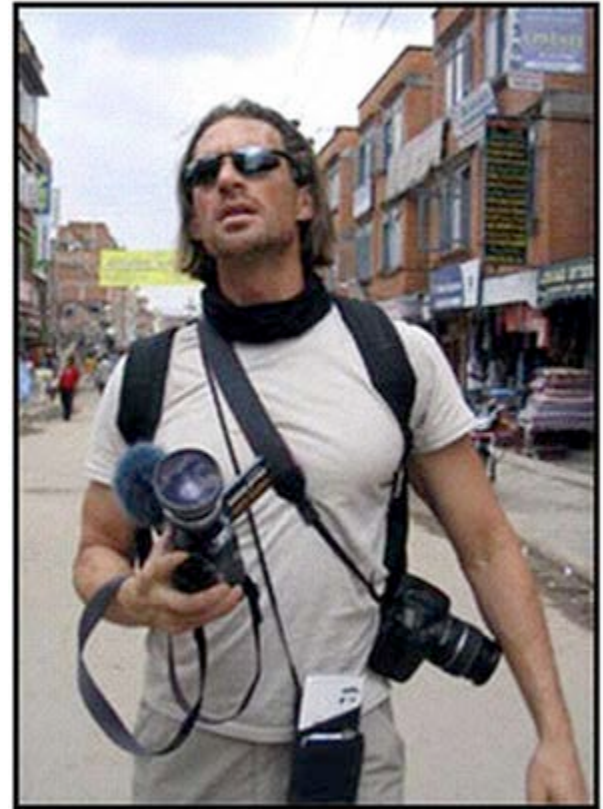
Media in Flux

Today, with 500 TV channels and an endless supply of “news” on the internet, that information “pie” is now being divided into a thousand pieces. The advertising pie is also being sliced into much smaller pieces, so from a revenue standpoint the traditional media is hurting!



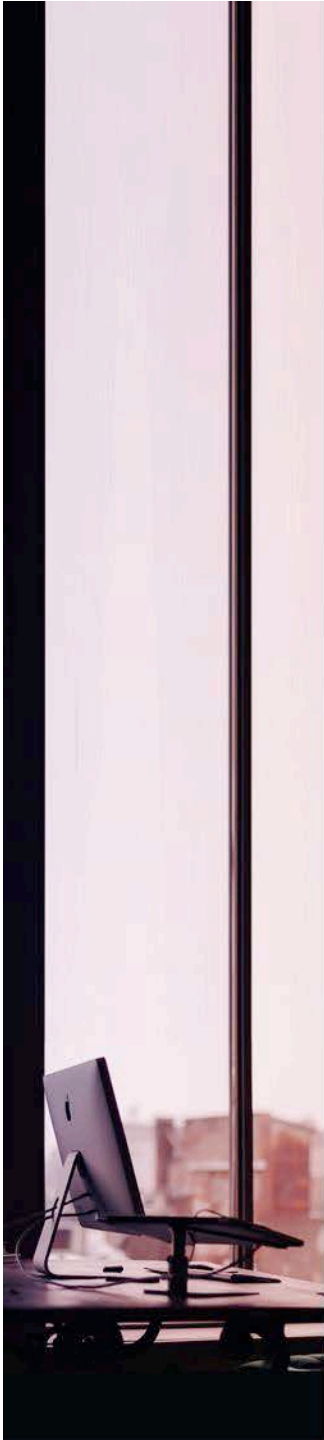
Media in Flux

As a result, there has been a paradigm shift in the way the local media gathers news. We have transitioned from an age of specialists to an age of generalists.

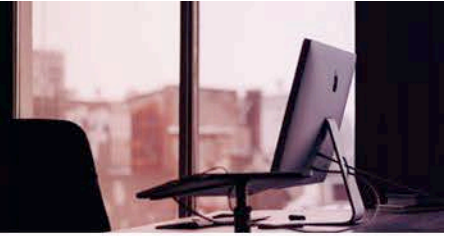


Media in Flux

Instead of education reporters with decades of experience, we are often interacting with general assignment reporters that might also be shooting, editing, and posting the web version of the story as well! The new phrase that describes this phenomenon is...

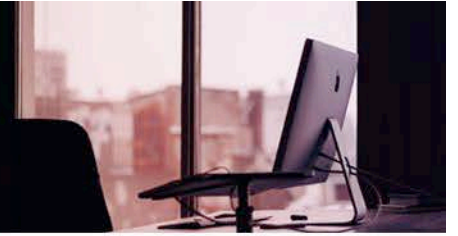


Media Convergence



The interconnection of information and communications technologies, computer networks, and media content. It brings together the “three C’s” - computing, communication, and content - and is a direct consequence of the digitization of media content and the ever expanding internet.

Media Convergence

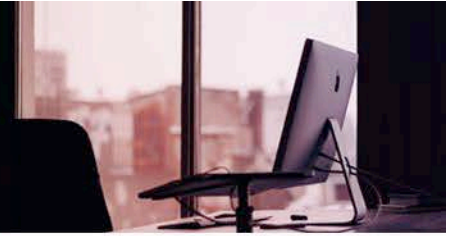


Changing Demographics of News Consumers or Why Hipster Millennial Slackers Don't Watch Network News



Dude, everything I need to know is on Facebook...
look, it even says "News Feed" right here!

Media Convergence



Relationships with the media
can be collaborative!



What do they need? Content.
What do you have? A story to tell...

Media Convergence

This change can provide an opportunity. We have the chance to be more than sound bites, we can be content providers and help shape (or even write) the story ourselves.



Media Convergence



This is true for all districts – large and small, urban and rural. Technology and social media now allow us to...

Develop Your Own Media Outlet

18 schools that we cover monthly in:

- “Park Hill Connection” (every home in district 8x year)
- “First Hand” (email newsletter to community)
- “Employee Insider” (email newsletter for staff)
- Coordinate Board recognition of staff, students and programs



Park Hill School District

FIRST HAND Newsletter

Building Successful Futures - Each Student - Every Day



Moments from Every School in Park Hill
See [photos](#) and [videos](#) of student activities from all schools in the Park Hill School District including his celebrations and important learning moments.

Enrollment-Based, LONG-RANGE FACILITIES PLAN



Middle School Groundbreaking
You are invited to join us at 1 p.m. on Oct. 23 for the groundbreaking for our fourth middle school, which opens in fall 2019. The site is at 56th Street and N. Northwood Road. This project was part of our no-tax-increase bond issue.

[Get more information on our long-range facilities plan](#)



LEAD Ribbon Cutting
Students and staff at the LEAD Innovation Studio hosted Board of Education members and district administrators for a ceremonial ribbon cutting in LEAD's leased space. We will open a permanent LEAD facility no sooner than 2020. This project was part of our no-tax-increase bond issue.

[Watch highlights from the LEAD ribbon cutting](#)

PARK HILL CALENDAR EVENTS [View](#)

BOARD Recognitions



QuestBridge Honors

The Board honored five seniors from Park Hill and Park Hill South high schools who earned recognition as finalists for the QuestBridge National College Match program, qualifying them for full scholarship awards to one of 39 college partners if they match with a school.

[QuestBridge honors](#)



Assistant Principal Award

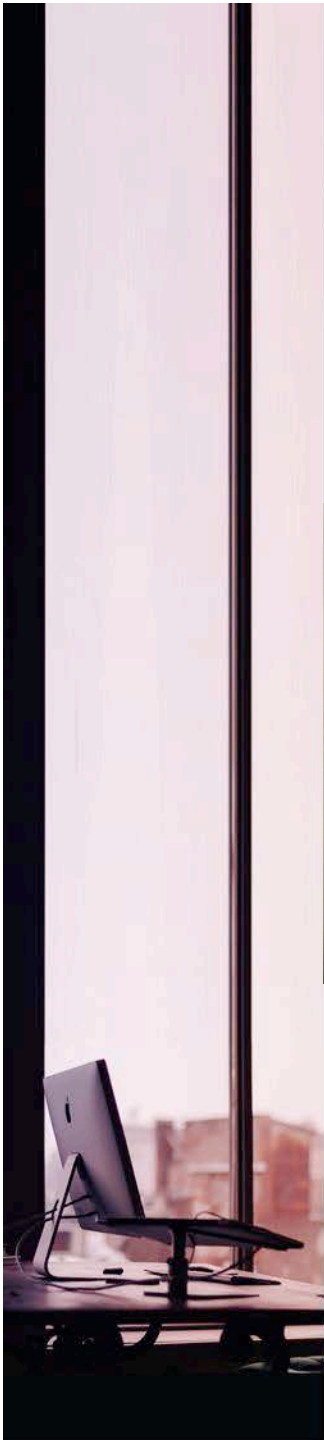
The Board recognized Assistant Principal Sasha Kallis, from Renner and Hawthorn elementary schools, who earned the 2017-2018 Clay-Plate Missouri Outstanding Assistant Principal award from the Missouri Association of Elementary School Principals.

[Assistant principal award](#)

BOARD Business

Develop Your Own Media Outlet

- Photos & 'moments' on District Facebook, Twitter, Instagram & YouTube. Spectrum Cable & Google Fiber
- Spotlights, STARS and other special features



Planting the Seeds of Science



Students in Mrs. Heilig's second-grade class at Chinn Elementary planted radish seeds and watered them with regular water and salt water. They will monitor the plants and see if a certain type of water is more effective. This is part of the new STEMscopes science curriculum.

Professional Studies Mock Interviews



In this “Park Hill Moment,” dozens of our students who participate in the Park Hill Professional Studies program experienced a mock interview day with more than 30 Northland businesses. This session helped our students as they prepared to head out into the community to begin internships.

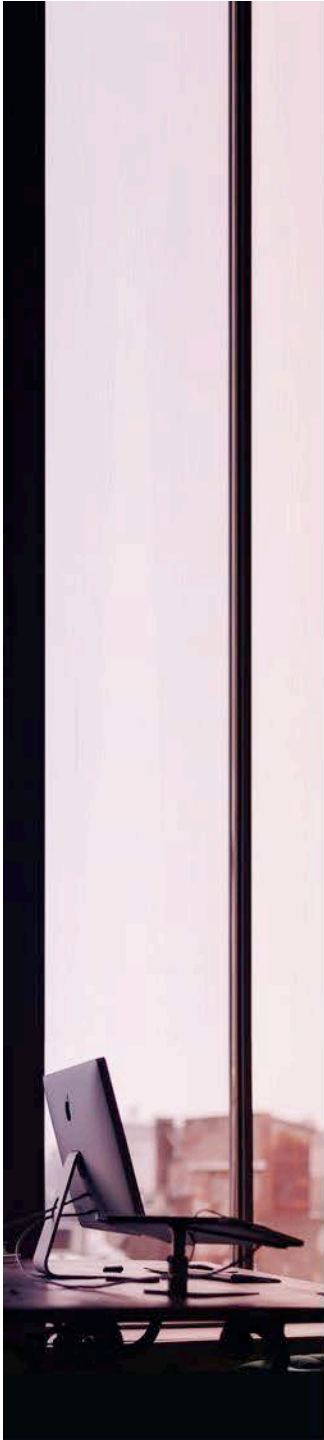
A Park Hill Friendship



When this Chinn Elementary second grader met a new friend at summer school, he went to amazing lengths to make him feel welcome. Watch a heartwarming friendship grow in this “Park Hill Story.”

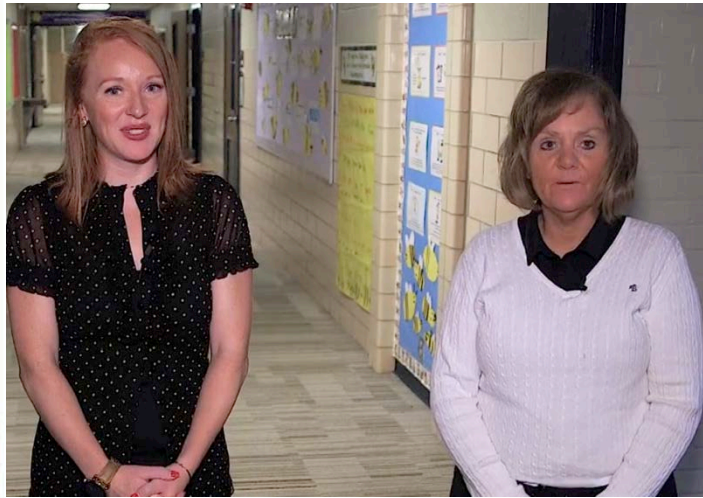
Let Students/Staff Tell the Story

- Sometimes the media can ‘spin’ a story...
- Figure out the message or vision for your story, then ask the right questions!
- Instead of “What did you learn?” Try, “How is this helping you learn.”
- Instead of “What do you like best about this teacher?” Try, “What are some specific things that make this teacher special?”
- Ask the same question: “What sort of an impact do you hope to have on your students?” “How has this teacher impacted you?”



Let Students/Staff Tell the Story

- Make them feel comfortable!
- Breathe regularly throughout the course of taping and relax your shoulders
- Blink occasionally. Eyes can dictate whether a smile is real or forced.
- Solid colors, Jewelry = less is more & have a jacket ready.
- Speak to the camera like it's your best friend, or someone who has not heard anything about the subject at hand.



So, with your own media outlet established, you can concentrate on...

Messages that Stick



We live in times of high stress. Messages that are simple, messages that are inspiring, messages that are life-affirming, are a welcome break from our real lives.

— *Simon Sinek* —

AZ QUOTES

Messages that Stick



Message Considerations

1. **Messages** – what are we communicating?
2. **Audiences** – what groups and individuals are we targeting?
3. **Strategies** – how will we deliver our messages and measure desired behavior?

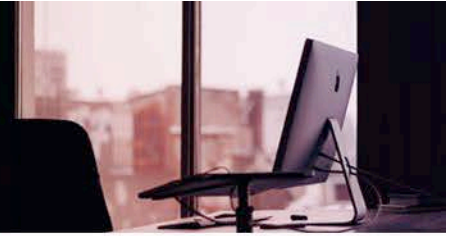
Messages that Stick



What is a key message?

- A key message is a **significant idea** or thought that you want your audiences to **know, understand, remember** and – if you are lucky – **repeat**
- An effective key message **leads** your **audience** to the **desired behavior** – *action, attitude change, awareness*

Messages that Stick



What a key message is not

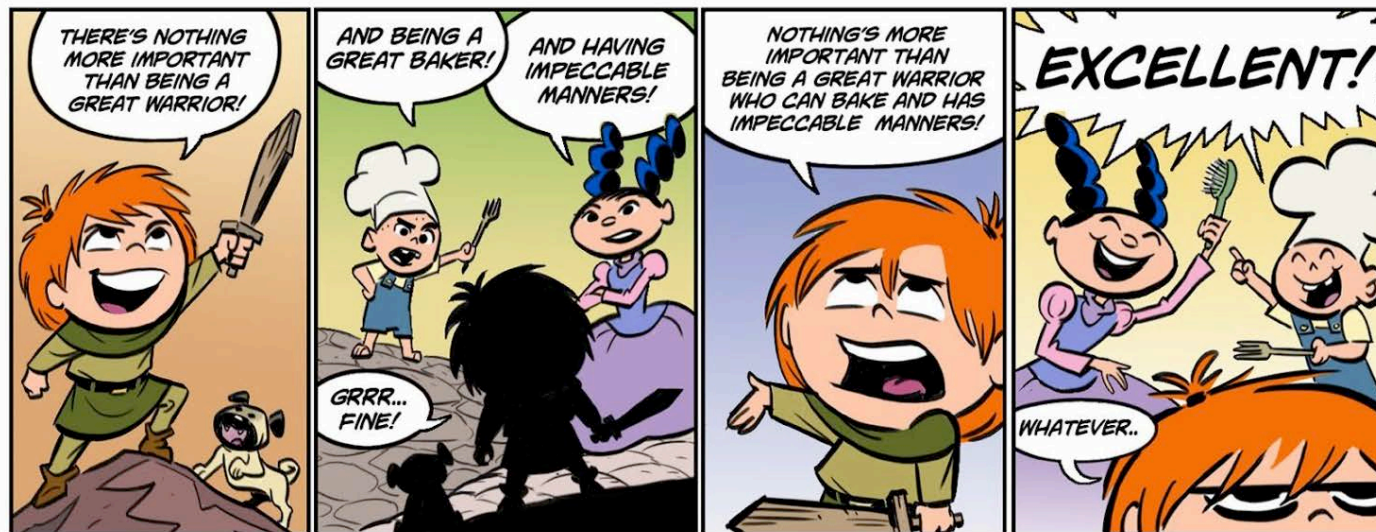
- A key message is not about spin
- A key message is not a spin statement
- A key message is not a disguise for spin



Messages that Stick

Effective Messages

- Are **true**
- Are **concise and simple**
- Related in **human terms**
- Connect with people's emotions



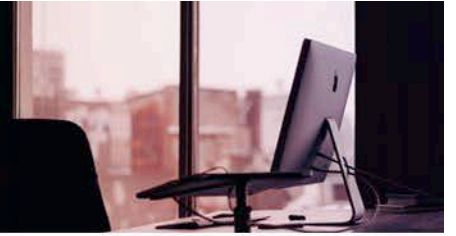
Messages that Stick



Developing Messages

- Determine if you will craft the message and if others will help
 - Maybe we are *just a helper* in crafting the message
- What do we know and what additional information do I need to gather?
 - *Take the time* to do this right
- Is there greater context to be considered?
 - *Double-check* that your program key message doesn't conflict with the district key message
- Identify primary and secondary audiences
 - Who *needs* to hear your message and who might just *benefit* from hearing your message

Messages that Stick



Developing key messages, *cont'd*

- What is the desired **outcome**?
 - Understanding, change in attitude, etc.
- **Write and rewrite**
 - Keep it simple to understand
 - Don't use acronyms and jargon
- **Practice** delivering the key messages
 - They should become natural
- **Repeat** the message
 - Rule of thumb: need to hear/see a message seven times before it resonates



Messages that Stick

The Premise

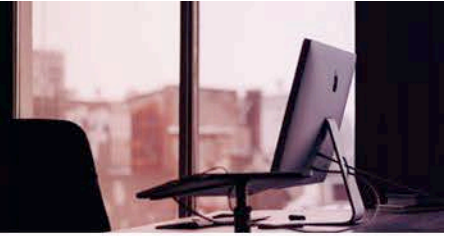
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graph TD; A[The Premise] --> B[The Key Message]; C[Support Points Facts/Evidence] --> B; D[Enhancements Stories/Examples] --> B;
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The Key Message

Support Points
Facts/Evidence

Enhancements
Stories/Examples

Messages that Stick



Biggest Message Mistakes

- Use of technical terms and jargon
- Lack of clear meaning
- Cannot be fully supported by facts
- Lack of key point – too many messages
- Audience is not paying attention
- Lack of emotional appeal
- Aimed at wrong audience
- Environment too cluttered
- Poor delivery of message
- Lack of repetition
- Does not motivate action or change in behavior

Messages that Stick



I have a genuine love affair with my audience. When I'm on stage they're not privileged to see me. It's a privilege for me to see them.

Ozzy Osbourne

Messages that Stick

Beyond information sharing

Messages must be:

- **Powerful,**
- **Clear, *and***
- **Consistently Repeated**



Messages that Stick



Framing your Message

- As a communicator, you can choose to **frame the issue** and **deliver your message from your perspective**.
- Without this focus, people will wander through the “message countryside” and never take in what you are communicating.
- ***If you don't frame it, someone else will!***

Doing the Interview



Steve Kroft/ “60 Minutes”

“The good news is - we’re not the cops. The bad news is we’re 60 Minutes.”

Alex Fees/ (90 Seconds)

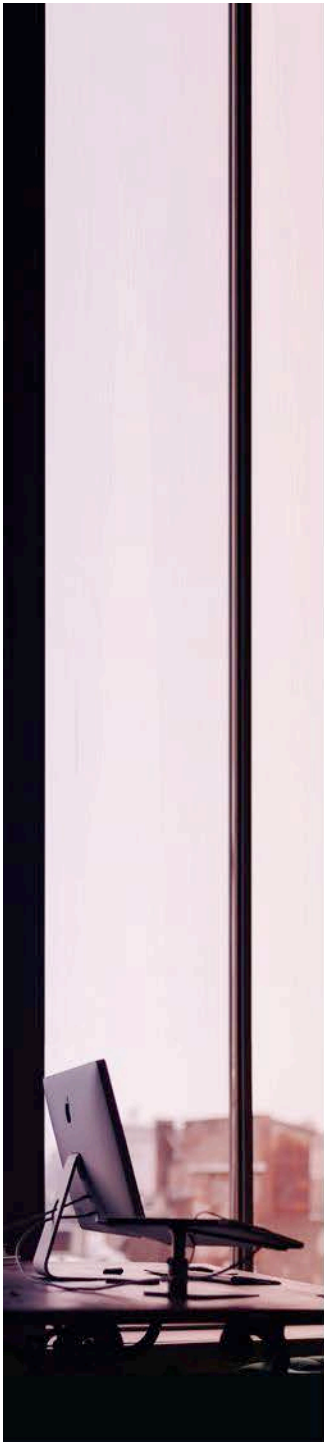
“My good news for you is - it’s not 60 Minutes. The bad news is - you still have to do media.”

Doing the interview

First of all... grant the interview. Answer the questions. Or at least have your communications people release a statement.



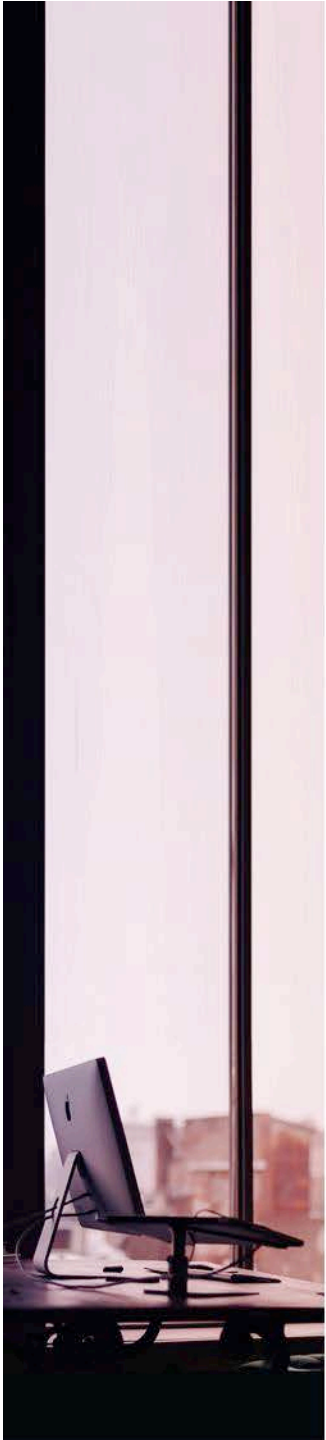
I would like to suggest it's the right thing to do, and to do otherwise opens you up to... "School district officials declined to comment."



Doing the interview

Anticipate the questions

- determine ahead of time what points you want to make. It's acceptable to refer to notes on 1 pad of paper if you want to.
- practice the answers; make your points.
- be brief and to-the-point.
- don't wander; stay on topic.

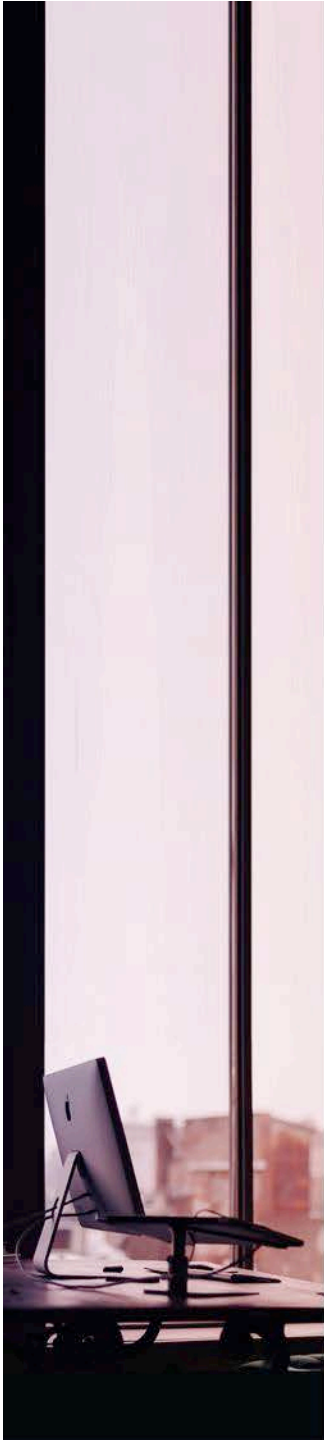


Doing the interview

Stick to the Agenda

--Practice saying, “We are not prepared to comment on that at this time. While the safety and education of our students remain our top priorities, we would need to discuss this matter with (investigators/ legal counsel/ administrators/ district parents), before further comment.

Thank you.”



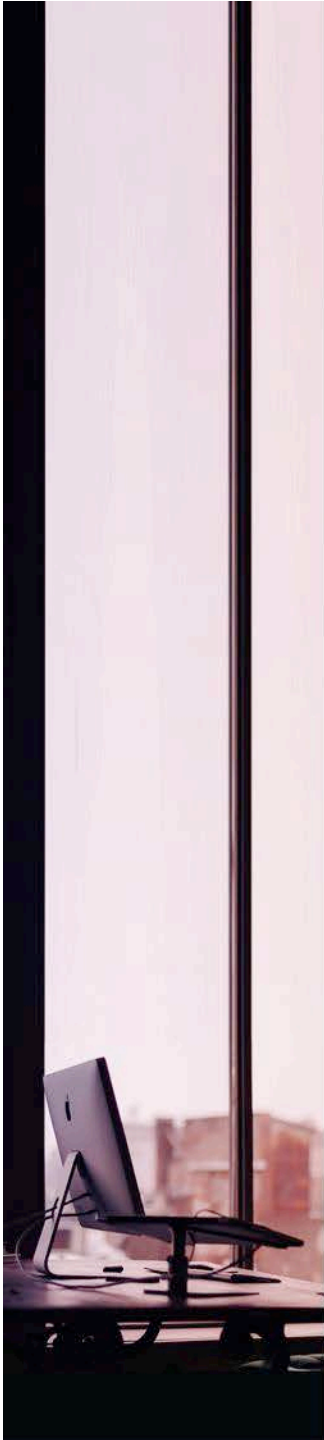
Doing the interview

KEEP sticking to the Agenda!

--don't allow yourself to be drawn out into other subjects.

--after you feel like you have made your point, it is acceptable to interrupt a reporter's excessive questioning with, "As I said

before, we are cooperating with investigators and we have nothing further at this time."



Doing the interview

Finally... “Just gimme a statement.”

--Do you know what reporters generally want to do? They want to make their deadlines, go home to their families, and get on with their lives.

