



# Handling the Media Mob

**MOSPRA SPRING CONFERENCE  
2023**





# Kevin Pope



- Festus R-VI - Coordinator of Communications & Special Projects
- Bachelor in Broadcast Journalism - Univ. of Missouri
- KOMU-TV - Columbia, MO - Producer/Reporter
- WKYT-TV - Lexington, KY - Producer
- WKYC-TV - Cleveland, OH - Producer
- KSLA-TV - Shreveport, LA - Asst. ND
- KSNT-TV - Topeka, KS - News Director
- KTVI-TV - St. Louis - Supervising Producer





# Jeanie Smith

- Francis Howell  
Communications Manager
- Studied Communications -  
University of Missouri St. Louis
- 10 years at KSDK-TV - St. Louis
  - Assignment Editor
  - Digital Editor
  - Social Discovery Manager







# Ed Rich

- Maplewood-Richmond Heights - Director of Communications
- Bachelor of Broadcast Journalism - University of Missouri - 1987
- Producer, reporter, anchor - KMOX Radio - St. Louis - 1989-1995
- Assignment Desk Manager - KSDK-TV - St. Louis - 1995-2016







# George Sells

- St. Louis Public Schools-  
Director of Communications &  
Marketing
- Owner, George Sells Media
- 24 years in journalism
  - Baton Rouge
  - Louisville
  - New York City
  - St. Louis





# **Newsroom Culture**



# Newsroom Roles: Who Does What?





# Media Lingo: What the heck is b-roll?



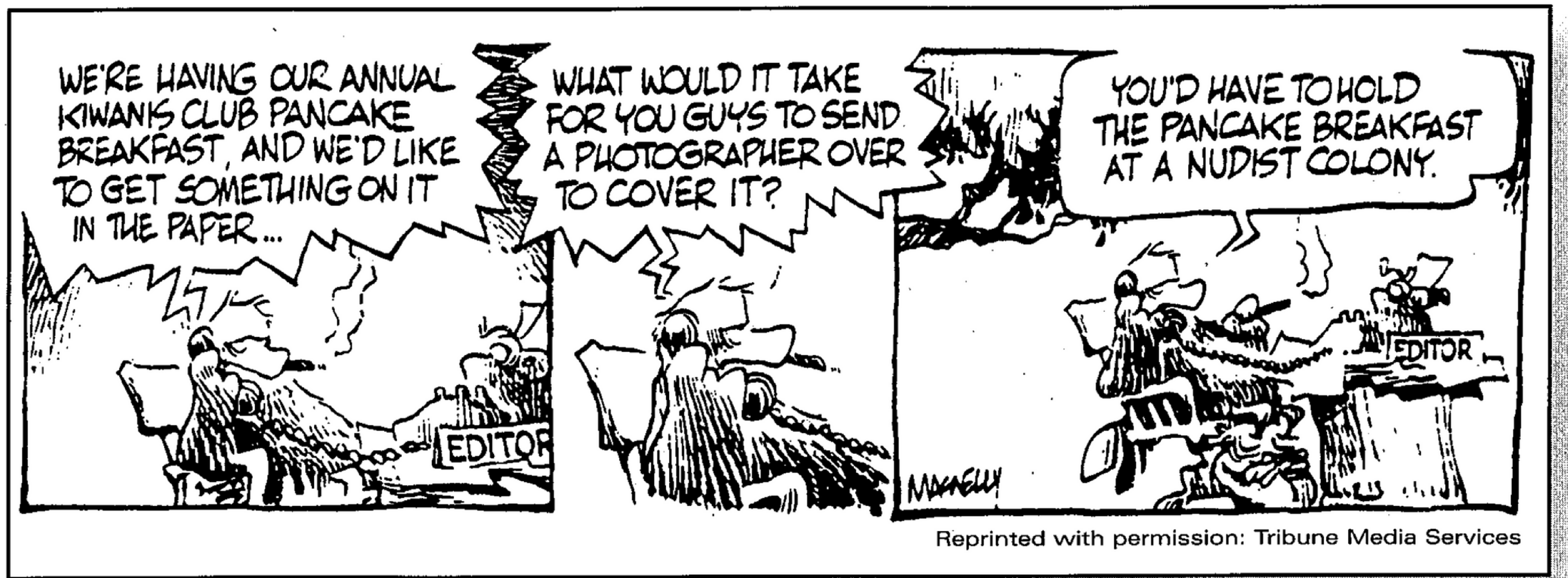


# The changing dynamic of newsrooms





# Pitching your feature into a hard news sea.



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# The Speed of News



Why don't  
these people  
ever give me  
any notice?





How many  
people should  
I plan for?  
Who knows?





They shot the  
story, so  
where the  
heck is it?





The  
advantage of  
yes!





**Speaking Your  
Truth**



No comment  
is not a  
comment





Scratch my  
back, I'll  
scratch yours





Don't become  
the story.





They want to  
interview me?  
But I've never  
been on TV!







Rehearse your introduction!



Practice  
Practice  
Practice







Know your talking points!  
What is the call to action?



Keep your answers  
short and always use  
simple language





Repeat your message to ensure your sound bite and complete message are included. Repeat your main points!



Don't speak  
too quickly.





*Always repeat the question  
back in your answer!*



Avoid using negative words!  
Always stay positive.



Don't forget  
to breathe  
and SMILE!





QUESTIONS?