

Media Awareness

May 2017

1 Introducing our local media

Gloucestershire Live (Covers Gloucester Citizen, Gloucestershire Echo and Stroud Life)

The Citizen (Daily)

Forest Citizen (weekly)

Gloucestershire Live Online



Daily unique visitors
Over 1 million
unique visitors accessed Gloucestershire Live in July 2016



Gloucestershire Echo (Daily)
Tewkesbury Echo (weekly)

Stroud Life (Weekly)

Facebook Live



Stroud Life



52K likes
across two pages (GlosLive and GlosLive what's on)



The online world continues to put pressure on our deadlines

1 Our weeklies

The Forester



Forest Review



Stroud News
and Journal



Wilts and
Glos Standard



Cotswold Journal



Gloucester Review
(free)



Cheltenham Standard
(free)

Gloucester/
Dursley Gazette



2 Radio/Television

BBC **RADIO GLOUCESTERSHIRE**



BBC programmes

Mark Cummings in the morning

Anna King mid-morning (often works with reporter Manpreet Melhi)

Dominic Cotton in the afternoon

Nicky Price mid-afternoon

Drivetime with **Steve Kitchen**



Listeners

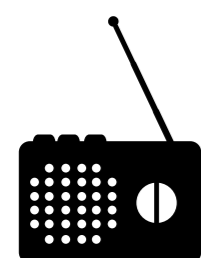
79,900 per week

Figures taken between
January 2016 to June 2016



Demographic

Typically believed to be
people aged 50 and over



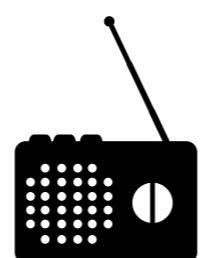
The commercial station

heart
more music variety

Heart FM

**the
breeze**
on FM, DAB and online

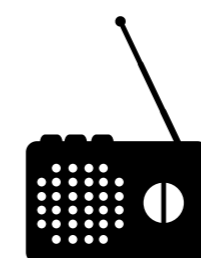
The Breeze



The community station



GFM



Television

BBC
POINTS WEST

BBC Points West
Steve Knibbs



ITV West
Ken Goodwin

<http://www.bbc.co.uk/news/england/gloucestershire>
<http://www.itv.com/news/westcountry/>

3 Different types of news

Proactive

Media release; Who? What?
Where? When? How?

Media notes

Photo opportunities

Broadcast interviews

Events

Campaigns

Content (could be video) for social media pages

Reactive

Media enquires - a no 'no comment' policy

Cabinet/council meetings

Reactive statements –
prepared in advance or based on request

Taken from social media sites

4 Dealing with the media

Councillors represent the views of the public and all councillors can comment on or communicate on any subject they choose at any time.

Certain members of the council can speak on behalf of the council. They are:

- the leader
- cabinet members
- chair (or vice chairs) of committees or task groups when speaking on committee or task group business.

Other members can also comment to the media, but they would be giving their own views and not those of the council officially.

Sometimes a member who does not have cabinet or committee responsibilities may act as spokesperson. For example, a local member can speak on behalf of the council in response to a local issue if they agree and it is deemed appropriate by the communications team, in discussion with the relevant cabinet member.

5 Dealing with the media

Print media - what do they look for and what do we need from you?

- Human interest
- A photograph to bring the story to life
- An interview to go into more depth
- Off the record chats (seek advice)

What can you do to feel more confident about working with the media?

- If being quoted, request to have quotes read back to you
- If you feel you've been misquoted then contact the media team and we will follow this up

Online media

- Supports print/radio/TV coverage
- Much faster turnaround

6 Radio/TV interviews

Preparing for a broadcast interview

We will ask the producer/reporter on your behalf:

- What's the name of the publication/program/show?
- Who is the interviewer?
- Who else is being interviewed?
- Subject
- Date and time
- Over-the-phone/in the studio?
- Live or pre-recorded? There are pros and cons to both
- Can we get a steer on the questions (NB. They don't have to and don't always supply this)
- But, we can anticipate the questions, and practice the answers
- Three message points

Have a listen or watch the programme you will be interviewed on.

7 The interview

The interview

- Arrive at the studio in plenty of time/be ready by the phone
- For over-the-phone interviews standing makes you sound more energised/don't use speakerphone
- Ask for a quick recap on what they want to talk about
- If you don't know the answer, be honest – don't make it up
- Try and stick to your three key points

How to identify your three key messages

- The average soundbite is 10-20 seconds so keep your points short and concise
- From an half an hour interview they may only use around three minutes worth
- What facts or stats could you use to back up what you're saying?
- Do you have a personal experience to share?
- What is your call to action? Visit a website/call a number

7 The interview

Staying on track

- “What’s important here is”
- “The bottom line is”
- “The real issue is”
- “Let me explain something”
- “That’s a good question, but what is really important is...”
- “I’d like to make this point before I continue.”
- “Let me give you the latest information on...that is really interesting.”

What makes a good interview?

- Talk from experience (remember you know your subject area better than the interviewer)
- Be yourself
- Avoid jargon
- Pause before answering - don’t rush through the interview
- Don’t interrupt or get into a debate/argument
- Don’t say more than you have to

7 The interview

Managing difficult questions

- Turn negatives into positives:

Interviewer: “I understand there is a shortage of foster carers to look after sibling groups or children with additional needs.”

Interviewee: “This might be the case but actually the percentage of foster carers overall has increased and with a better understanding of what’s involved we can change perceptions - the media can help us to do this...”

- Use your three key points to turn a question around
- Ultimately, cabinet members are responsible for accountability of the service

8 FAQs

Will I get to see the story in print before it's published?

It's unlikely this will happen.

What if I am misquoted?

The media team can ask for a correction if something is factually incorrect.

Will my broadcast interview be pre-recorded?

Breakfast news tend to prefer a live interview – it's likely many of your interviews will be for the softer programmes, where much of the interview content is pre-recorded.

What will I be asked?

On occasions the media will give us a steer about what they would like to ask, but this isn't guaranteed. We can prepare by setting three key point messages and predicting the kind of questions you might be asked.