

SCE Faculty Media Training

Facilitator: Kelsey Haynes;

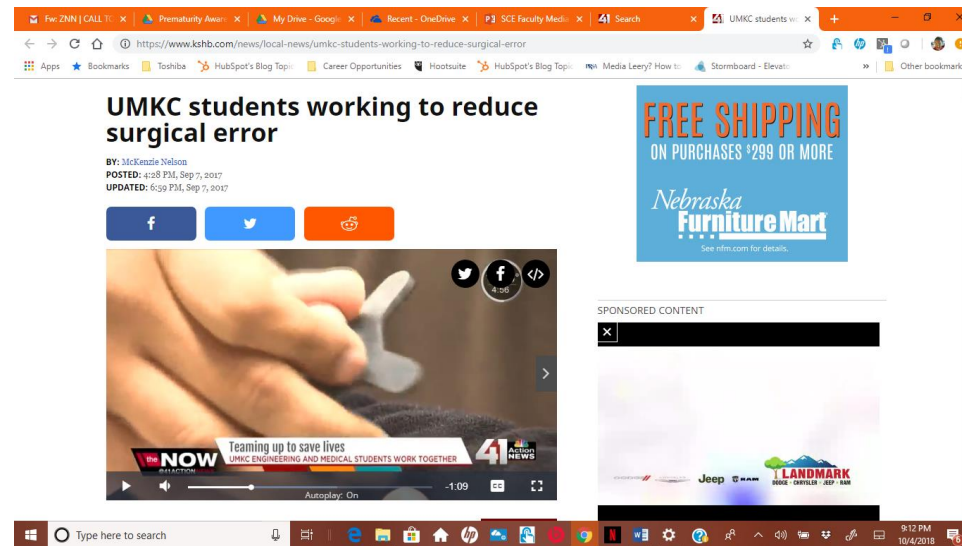
hayneskel@umkc.edu; 816-253-1596 (w); 316-210-7033 (c)

Purpose of Training

- Raise the profile of the SCE
 - Increases retention, recruitment
 - Leadership in STEM research and education
 - Promoting faculty research and SCE news
- Comfortability
- Hand-picked Cohort

What Makes the News

- Big Money
- Trends and fads
- Insights
- The unexpected
- Human Interest/Heroics



Top Interview Techniques Used By Media



Media Interview Tips

- Media Policy
 - Contact your PR rep
- Before the interview
 - Get the background
 - Okay to ask questions
 - Analyze Facts & figures
 - Key messages

Media Interview Tips #2

- ← During the interview
 - ← Diction and clarity
 - ← No jargon
 - ← Think before you speak
 - ← Take your time

Tongue Twister:

Through three cheese trees three free
fleas flew. While these fleas flew,
freezy breeze blew. Freezy breeze
made these three trees freeze. Freezy
trees made these trees' cheese freeze.
That's what made these three free
fleas sneeze.

-from Fox in Sox by Dr. Seuss

Media Interview Tips #3

▶ Do's and Don'ts

- ▶ Be calm
- ▶ Follow up
- ▶ Be helpful

Do's and Don'ts

- ▶ Use Judgement
- ▶ Don't raise your voice

Promote

- ▶ Social Media
- ▶ Networking/Professional Development Groups
- ▶ MCOM

Questions?