

CLEAR Regional Seminar
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North Carolina Bar of Attorneys - April 25, 2013

Effective Media and Public Relations
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BACKGROUND

- Role of the media
 - Historical
 - Free Society
- First Amendment
- Freedom of the Press




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TYPES OF MEDIA

- Radio
- Television
- Newspapers
- Wire Services



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MOTIVATIONS


- Business concerns
- Competition and ratings
 - Among different mediums
 - Sweeps
 - 24-hour coverage



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MEDIA RELATIONSHIPS

- Different media sources
- Importance of Message
 - Develop
 - Practice
 - Sound bites



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MEDIA RELATIONSHIPS

- Respond quickly
- Be accessible
- Educate
- Build trust



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MEDIA RELATIONSHIPS

- Never let a mistake go unchallenged
- Don't defend past mistakes
- Share the negative
- Own the positive



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INTERVIEWS

- Always be prepared
- Stay in control
- Have your own message
- Anticipate questions
- Stick to the facts
- Be concise



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POST-INTERVIEW

- Story review
- Follow-up questions
- Promised information
- Negative story-Don't overreact
- Errors

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QUESTIONS?



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