

Media Relations



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MOSES

Steve Clawson

- Award winning broadcast journalist with more than 25 years of experience in radio and television.
- KTAR-AM, KAET-TV, ABC and CBS radio news, the BBC, Voice of America and Sirius-XM satellite radio.
- Covered major stories such as the L.A. riots, Oklahoma City bombing, political conventions and Super Bowls.
- Twice honored as the Associated Press Radio Reporter of the Year in Arizona.

Curriculum

- Evolving media world
- Elements of a newsworthy story
- Keys to a successful interview
- Building media relations
- Final thoughts
- Q & A


Evolving Media World



- Traditional media
- New media
- Traditional media is evolving
- New media uses traditional media for content
- Social media drives traditional media
- Some new media lacks traditional editorial standards/ethics
- Everyone can be a reporter

Elements of a story

- Timely vs. evergreen stories
- Windows of opportunity
- Is it interesting?
- Is it a good interview?
- Differences between print and broadcast
- Is it the right fit for the media outlet?
- Competing against other stories



Keys to a Successful Interview

- Relax
- Prepare
- Be accurate
- Avoid technical jargon
- Practice



Building Media Relations

- Identify best media outlet contacts
- Do research
- Social media contacts
- Respect deadlines
- Everything is subject to change



Final Thoughts

- Think before you speak or post
- You are always on camera
- Check newspaper guidelines when writing
- Writing tips
