

# Media, Public Relations, and You

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# Just a Grabber





# Overview

- The World We Live In
- Engaging the Press
  - Being Proactive
  - Responding to Inquiries
- Preparing for and Responding to Crises



# The World We Live In



# Things Have Changed

2000	TODAY
Traditional news media trusted	Traditional news media under attack
Alternative media marginal	Alternative media central
Strong gatekeepers	No gatekeepers
Fact-based journalism	Opinion-based journalism
Content creation limited	Content creation exploding
Authority	Authenticity



# We Spend >12 hrs with Media Each Day

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## Average Time Spent in the US, 2019

*hrs:mins per day among population*

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Digital	6:35
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TV*	3:35
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Radio*	1:20
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0:11	Newspapers*
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0:09	Magazines*
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Total	12:09
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*Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on TV while listening to radio is counted as 1 hour for TV and 1 hour for radio; \*excludes digital*

*Source: eMarketer, April 2019*

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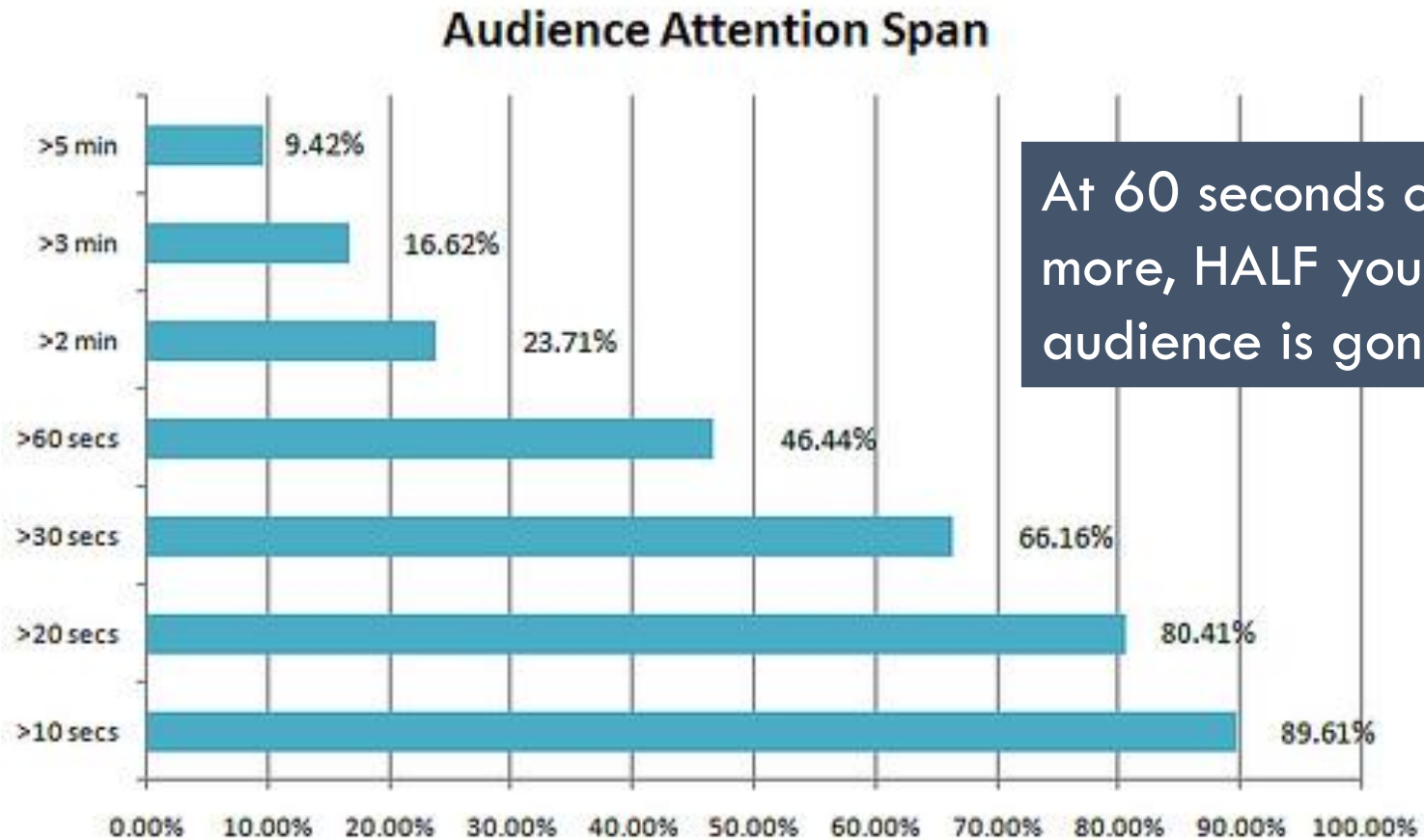
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[www.eMarketer.com](http://www.eMarketer.com)

Source: eMarketer, "US Time Spent with Media," May 2019



# Bumper Sticker World



At 60 seconds or more, HALF your audience is gone.



# Citizen Journalism



@jkrums

Janis Krums

<http://twitpic.com/135xa> - There's a plane in the Hudson. I'm on the ferry going to pick up the people. Crazy.







# Today's Media Consumer Wants

## A.E.S.O.P.

**Authenticity**, not authority

**Entertainment**, not information

**Show**, not tell

**Opinion**, not neutrality

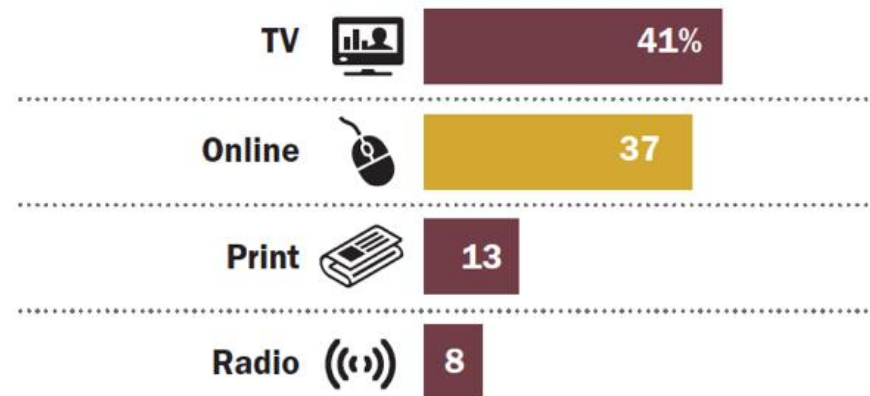
**People**, not experts



# Local News

**Nearly the same share of Americans prefer to get local news online as the television set**

*% of U.S. adults who prefer to get their local news via ...*



Source: Survey conducted Oct. 15-Nov. 8, 2018.

"For Local News, Americans Embrace Digital but Still Want Strong Community Connection"

PEW RESEARCH CENTER

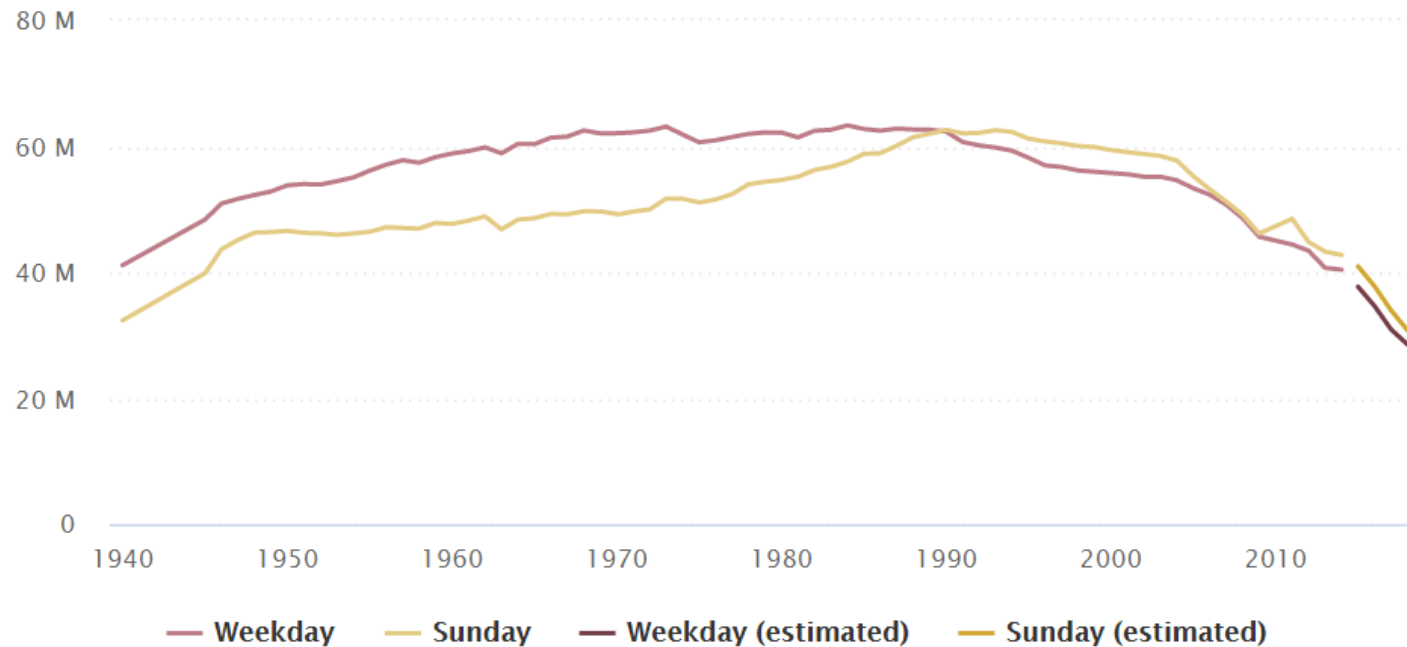


# Newspapers

## Total estimated circulation of U.S. daily newspapers

Chart Data Share Embed

*Total circulation of U.S. daily newspapers*



Source: Pew Research Center



# Investigative Journalists

**Miami Herald**

**Neglected to Death:** Once pride of Florida; now scenes of neglect

**The Boston Globe**

Elder advocates raise concerns on assisted living

**The Oregonian**

**Kept in the Dark:** Oregon hides thousands of cases of shoddy senior care

 **StarTribune**

**Left to suffer:** Senior home residents are abused and ignored across Minnesota



# One Bad Story Can Change Everything

## The Miami Herald

11th death blamed on AC failure at Hollywood Hills nursing home

## The Washington Post

Elderly deaths: Call for generators in Florida nursing homes



**Nelson, Rubio File Bill Forming Advisory Panel After Irma Nursing Home Deaths**



# Engaging the Press

Being Proactive



A person wearing a dark suit and a white shirt is holding a black clapperboard. The clapperboard has a white top bar with black diagonal stripes. The text "WE BUILD" is written in white, and "RELATIONSHIPS" is written in yellow. The person's hands are visible, holding the clapperboard from the top and bottom. The background is a plain, light gray.

**WE BUILD  
RELATIONSHIPS**



# Why Do We Care About Sharing Stories?

- Influence perception of long term care
- Increase your company's brand awareness
- Market to potential customers
- Recruit quality employees
- Build a community with families and residents
- Become a go-to source/expert for journalists





# Making a Unique Pitch

- Develop relationships
  - Research reporters that cover similar types of stories
- Don't be a pest
- Take advantage of other local, national and regional news



## Other Tips

- Develop an electronic media kit
- Make yourself easily accessible
- Thank reporters for their coverage



# A Good Pitch

- Tell a story – quickly
- Write like a journalist – headline, lede, anecdote
- Pique their interest with quotes, visuals, graphics
- Pick up the phone and call
  - Keep their deadline in mind
- Be courteous and understanding
- If they say it's not relevant, reply and keep the conversation going

8

DON'T FORGET TO  
**FOLLOW UP**

16



# Stay Active on Social Media



GOODMORNINGAMERICA.COM

**These adventurous senior citizens are living their best life on a DIY Slip 'N Slide**

- 60% of journalists use social media to find ideas for stories
- 54% use social media to find sources



# Help Journalists Share Your Stories





# We Need More Positive Stories





# Engaging the Press

Responding to Press Inquiries





# Prepare Your Message

- Know your audience
- Have a plan
  - Designate a spokesperson
    - Media training
  - Devise 2-3 key points
    - Back up each key message with proof points
    - Visualize your key messages and proof points
  - Work out your approval process (leadership, legal, etc.) and potential problems ahead of time
  - Strategize a process to inform your stakeholders (residents, staff and families) of any major news stories



# Example: Key Message > Proof Point > Visualization

## Key Point

We are doing everything we can to ensure the safety of everyone in the assisted living community.

## Proof Point

We've executed our emergency preparedness plan and safely evacuated every resident to a nearby assisted living community.

## Visualization

One of our nursing assistants learned her home is completely flooded, but instead of dealing with her personal devastation, she's been here round-the-clock making sure the residents are okay.



# Prep

- Find out as much as you can about the reporter's angle
- Do a pre-interview if possible
- Prepare for the most common questions and the most difficult questions
- Remember: you control the interview



# Know the Media Mindset

## **DO**

- Know what they do
- Be responsive
- Talk straight
- Educate them
- Give them sound bites
- Have a point of view
- Tell the truth

## **DON'T**

- Be irrelevant
- Try to “win them over”
- Use jargon
- Be vague
- Be boring
- Meander
- Lie



# Other Tactics

- Be clear
- Use clear, simple messages (KISS)
- Avoid technical jargon
- Convey real-life applications
- Always get back to your key points
  - Bridging
  - Flagging



# Bridging Example

## Question

How could you let this happen to this resident?

## Bridge

Due to privacy concerns, I can't comment on this specific situation.  
**What I can say is this:**

## Key Point

We care deeply about our residents. It's our mission to improve lives by delivering solutions for quality care. Any allegations of abuse or misconduct by staff are taken seriously and reported to the proper authorities.



# Flagging Example

## Question

Some family members say the theft that occurred in your community is a symptom of you not paying enough attention to your residents.

## Flag

Our residents are our utmost priority. And most of them are extremely pleased with the care and level of service we provide. **The bottom line is:**

## Key Point

This is our residents' home. We take this incident very seriously and are committed to making this a community where they can feel safe and secure.



# They Can Come at Anytime







# Never Lose Your Cool

- In a controversial interview, a hostile reporter may try to bait the interviewee into a slip up.
- Some tactics reporters use:
  - interrupt you while you answer a question
  - deliberately misrepresent your statement
  - rapid fire questions without waiting for answers
  - repeat a negative comment/quote made about you/your company/your issue
- **Remember, you're in control.**



# Rules of Engagement

- You are always on the record.
- “No comment” is not an answer.
- Never comment on what you don’t know.
- Respect the reporter, even if you disagree.
- You can – and should – exert control.
- Keep cool.





# Non-Verbal Communication

- Sustain eye contact with the interviewer
- Use subtle, natural hand gestures
- If sitting, lean slightly forward, feet on the floor
- If standing, relaxed but straight posture
- Smile, unless it's a somber topic





# Always Assume...

- The reporter is still on the line.
- The camera is always on.
- The mic is always hot.



# Preparing for and Responding to Crises

# Can't We Just Ignore This?



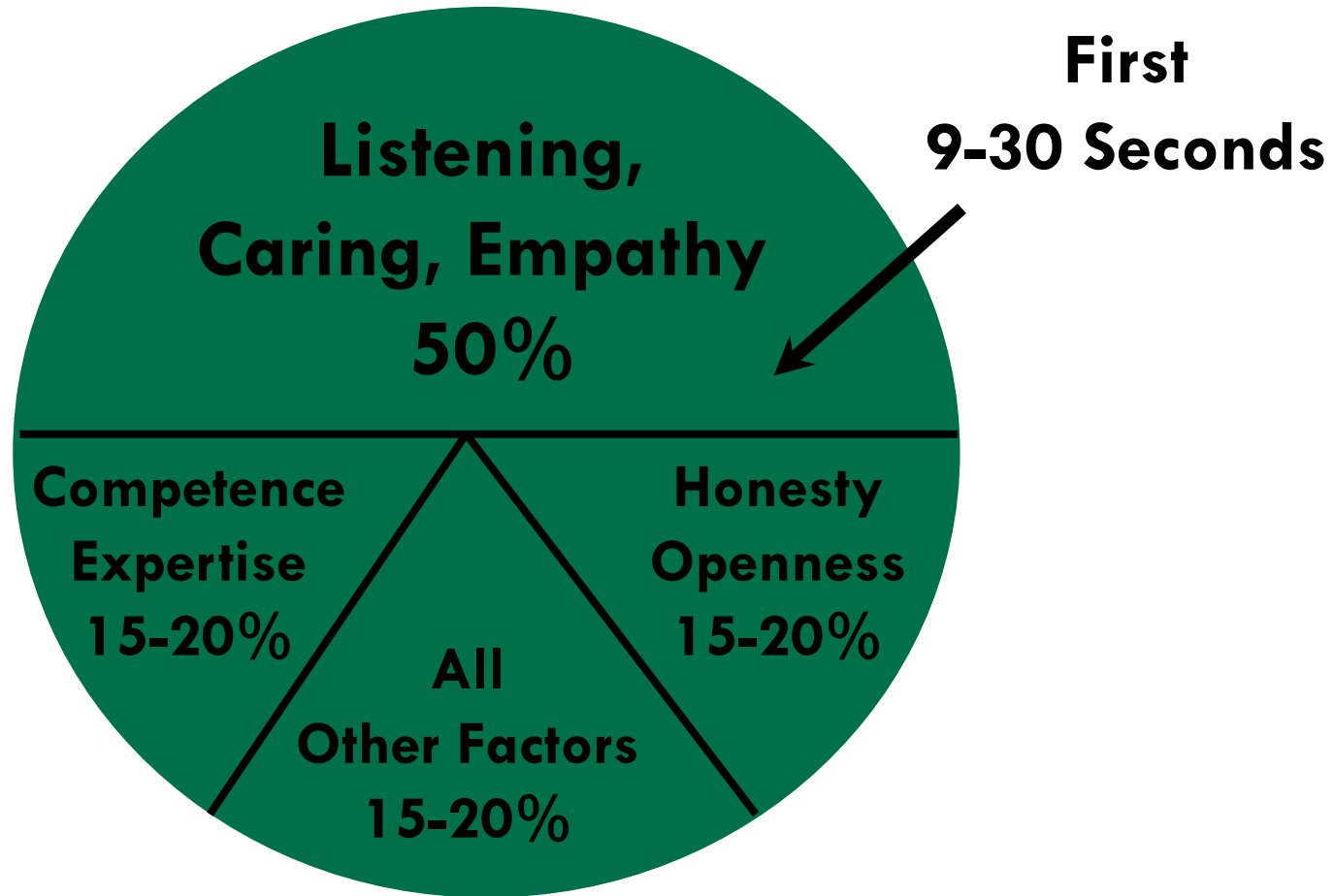


# Characteristics of a Good Crisis Response

- Quick
- Accurate
- Consistent
- Variety of communication channels
- Concern and sympathy for victims and their families
- Don't forget your employees



# Show You Care







# It's Okay to Get Emotional





# Apologies

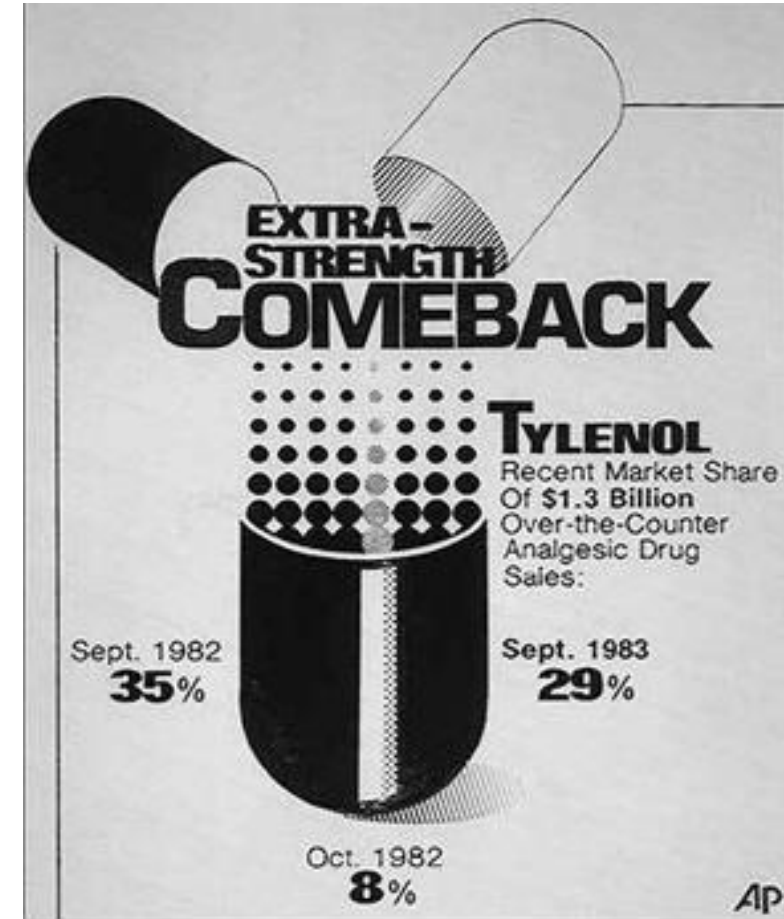
## Reactive → Proactive

- Once the record is corrected and your narrative has been established, shift the conversation to better ground
  - Values
  - People
  - Stakeholders want to believe
  - Use opportunities to “close and pivot”



# Recovery: How Does it Happen?

- Stakeholders will forgive if you take responsibility, explain and fix
- Organization also needs to keep promises and inform stakeholders
- Use progress to reinforce the narrative





# Use the News Timeline

Crisis

Crisis Fallout

- Week 3/4

Crisis  
Follow Up

- Month 2/3

Progress  
Report

- Month 6



# Don't Bury the Past

- Don't get cocky
  - Remain humble, responsible and accountable
- Never convey that you are trying to pretend the crisis didn't happen
- Stakeholders are watching for signs that “you didn't really mean it”
- Talk about lessons learned and fixes made—focus on positives but don't deny the past



# Final Thoughts

- The press are not the enemy.
- Put yourself in the shoes of their audience.
- Plan and practice.
- You can always control your message.
- Keep it short, simple and jargon-free.
- Relax and engage with the reporter.
- Don't forget to tell stories!



# Questions

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**IMPROVING LIVES *by***  
**DELIVERING SOLUTIONS *for***  
**QUALITY CARE**