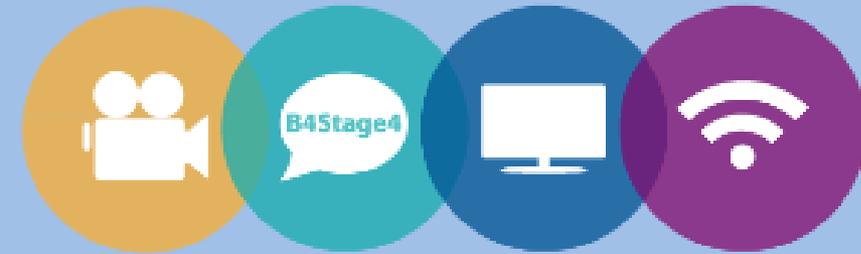


2016 ANNUAL CONFERENCE



MEDIA, MESSAGING AND MENTAL HEALTH

JUNE 8-10, 2016 • HILTON MARK CENTER • ALEXANDRIA, VA

Pitching and Placing Your Mental Health Message to the Media

Jeannette Porter, M.S., Ph.D. Student

Laura Marshall, M.A., Ph.D. Candidate

Kristin Battista-Frazee, MSW

Who We Are



Jeannette Porter – Seven years at a rural newspaper, The Amelia Bulletin Monitor (Amelia County, VA) and a master's degree in multimedia journalism.



Laura H. Marshall, M.A., Ph.D. Candidate, UNC-Chapel Hill Roy H. Park Fellow - 15 years in healthcare and medicine communication management.



Kristin Battista-Fraze, MSW - Marketing consultant, social worker and author/freelance writer.



Personal
Example: The
Pornographer's
Daughter



Tips & Strategies from
the Reporter/
Producer Perspective



Making the
Complicated
Message Easy:
Sound Bite
Exercise



Question
&
Answer

Pitching Your Story

My Story is...

THE PORNOGRAPHER'S DAUGHTER



*A Memoir of Childhood, My Dad,
and Deep Throat*

KRISTIN BATTISTA-FRAZEE

Information Overload



- 79% scan the web instead of reading.
- 90% of professionals throw away important information.
- In 2012, 5.2 trillion ads served on the Internet.
- 700,000 Google searches performed every 60 seconds.



Hmmm...I
have a
good story
idea.

But first.....

Why do you
want to tell it?

Where does it
fit in the
market?

Is the timing
right?

Determine the Purpose & Position

- Emotional or functional benefit?
- What's the call to action?
- Story had to be untold, new fresh.

Identify Your Audience and Outlets



Media
Outlet?

Who are the
readers or
viewers?

Which
reporters,
producers or
editors?

My Results

Philadelphia Daily News

Arlington Magazine

Social Workers Speak, NASW

Daily Mail

Fort Lauderdale Sun Sentinel

Maggie Linton Show, SiriusXM
Segment

StorErotica Magazine

Northern Virginia Magazine

The Jewish Channel, Up Close
Orlando Sentinel

Tallahassee Democrat

Radio Interview on CJAD 800 Passion
with Dr. Laurie Betito

El Confidencial

Salon.com

South China Morning Post

VICE

Think Progress

The Huffington Post

ELLE Magazine Australia

Washingtonian Magazine

The Age, In Short Non-Fiction Pick of
the Week

Australia's Daily Life, Book Extract

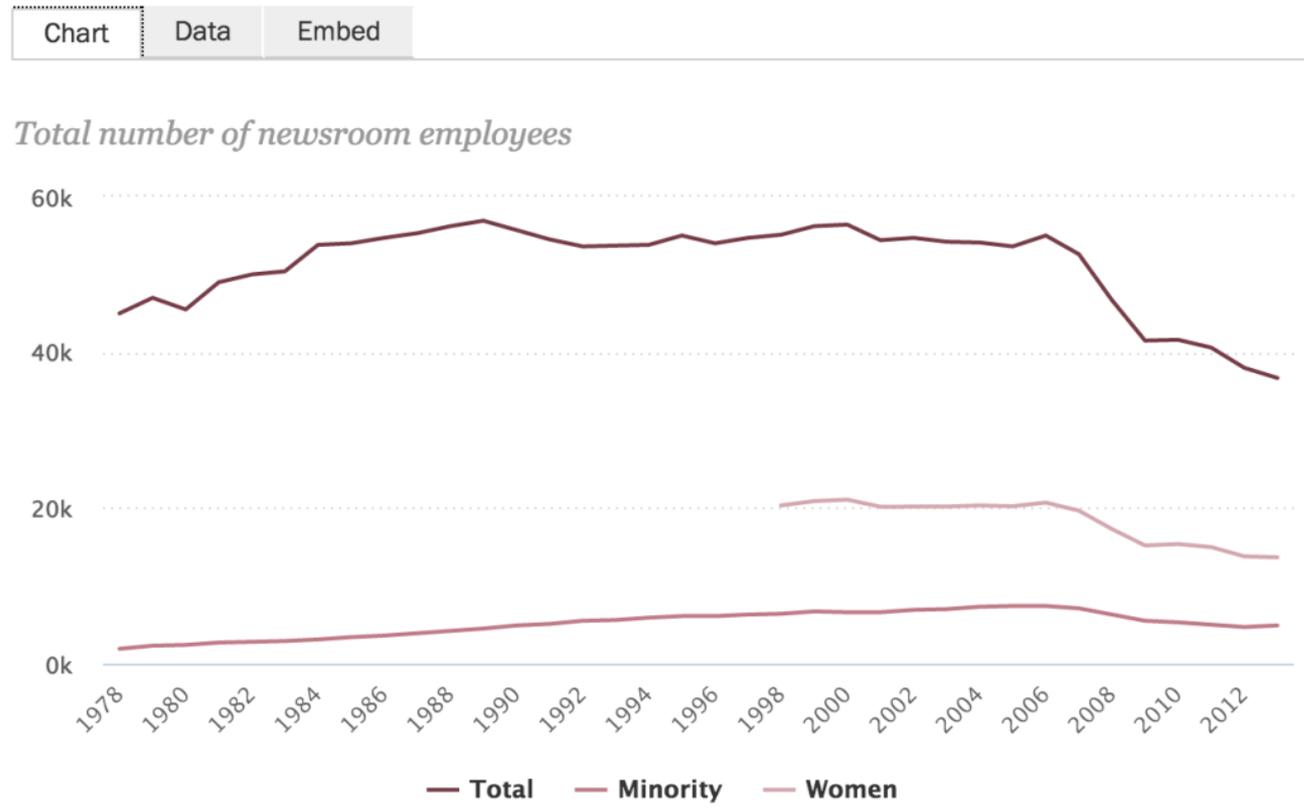
The Sydney Morning Herald

How to Write a Soundbite



Reporter Shortage

Newsroom Employment Continues Falling



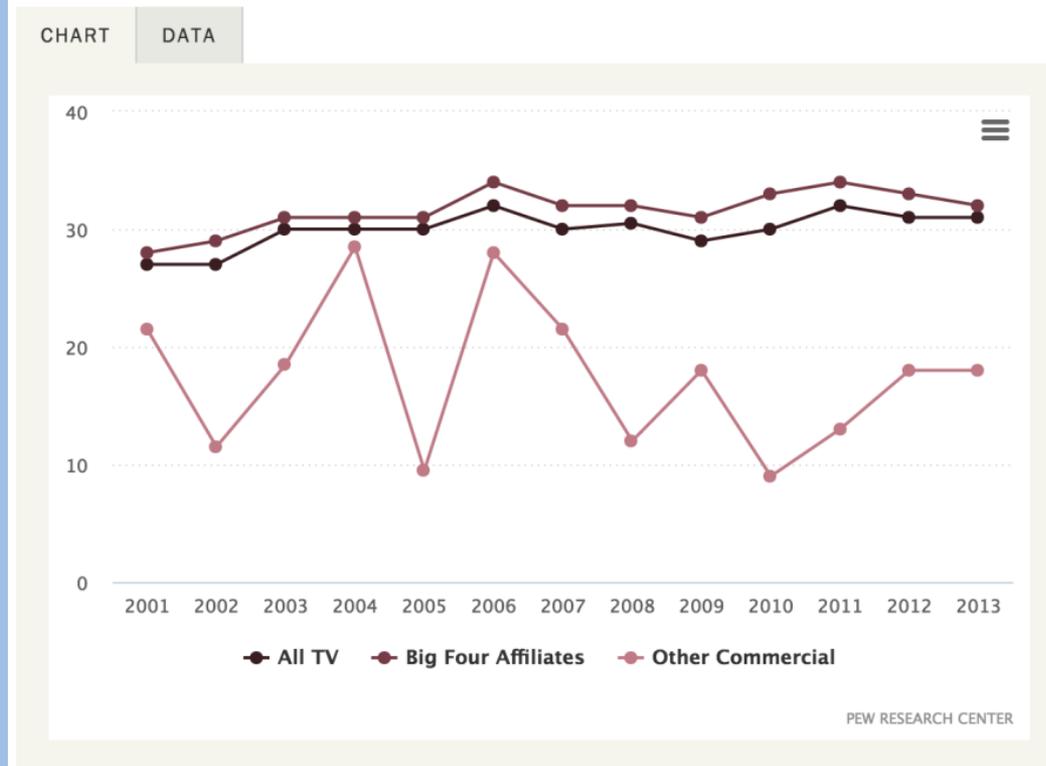
American Society for News Editors Newsroom Employment Census, 1979-2014.

PEW RESEARCH CENTER

Reporter Shortage, cont.

Local TV: Newsroom Staff Levels

Median number of full-time employees



Source: RTDNA/Hofstra University Surveys

Note: The RTDNA/Hofstra University Survey is conducted in the fourth quarter each year among all operating, non-satellite television stations. Numbers are based on survey responses of news directors at those TV stations.

The Importance of Brevity

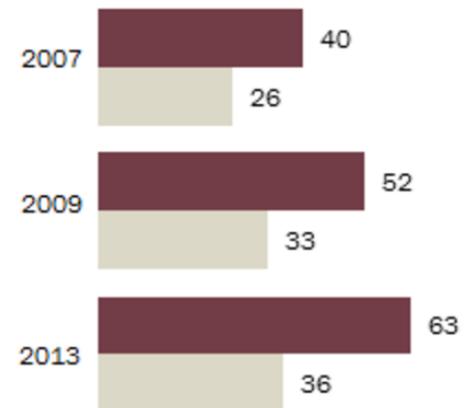
About six in ten U.S. adults (63%) watch online video, and over half of those – 36% in all – watch news videos online.

Americans Watching Digital News Video

Americans Watching Digital News Video

% of U.S. Adults

■ Watched Online Video ■ Watched News Video



Source: Pew Research Center Surveys 2007, 2009, 2013.

Note: In 2007, survey respondents were not asked the more direct question of whether they watch online videos as they were in the 2009 and 2013 surveys. Respondents were asked, though, the various categories of videos that they watch online, including "other." The 2007 number above reflects the percentage of respondents who said yes to any of the 10 categories.

PEW RESEARCH CENTER

The Importance of Brevity

“The video social networks have tight time limits: 15 seconds for Instagram and Tout, and six seconds for Vine. The demand for short videos creates a challenge for journalists to be efficient with images, words and their audience's time.”

Gil, J. M. (2014).

The Dearth of Health News

U.S.-related health news accounted for 4.9% of the newshole ... That put health in the 8th spot among news topics, behind the economy, foreign affairs, business, politics and crime, but ahead of domestic terror, race and gender, science and technology, the environment and education.

*Health News Coverage in the U.S. Media, January –
June 2009,*

Kaiser Family Foundation and Pew Research Center

Shorter = Stronger

- Keep words simple and clear: 3 syllables is plenty.
- Sentence should have no more than 2 commas.
- Could a 6th grader understand what you're saying?



Example:

- “In considering the options available to us for this patient, and with the amount of time available, we believe that this course of action was appropriate.”
 - “We quickly gave this patient the highest-quality care possible with the best treatment available.”

Focus on a Single Point

- What's the most important thing you have to say?
 - Quality of care provided
 - Empathy/sympathy
 - Proceed with caution--re new therapies, drugs, devices

Examples:

- Avoid medical jargon or multi-syllabic Ph.D.-level terms.
 - “heart attack” rather than “acute myocardial infarction”
 - avoid acronyms. “rTMS” won’t mean anything to a reporter, but “magnetic brain treatment” will.

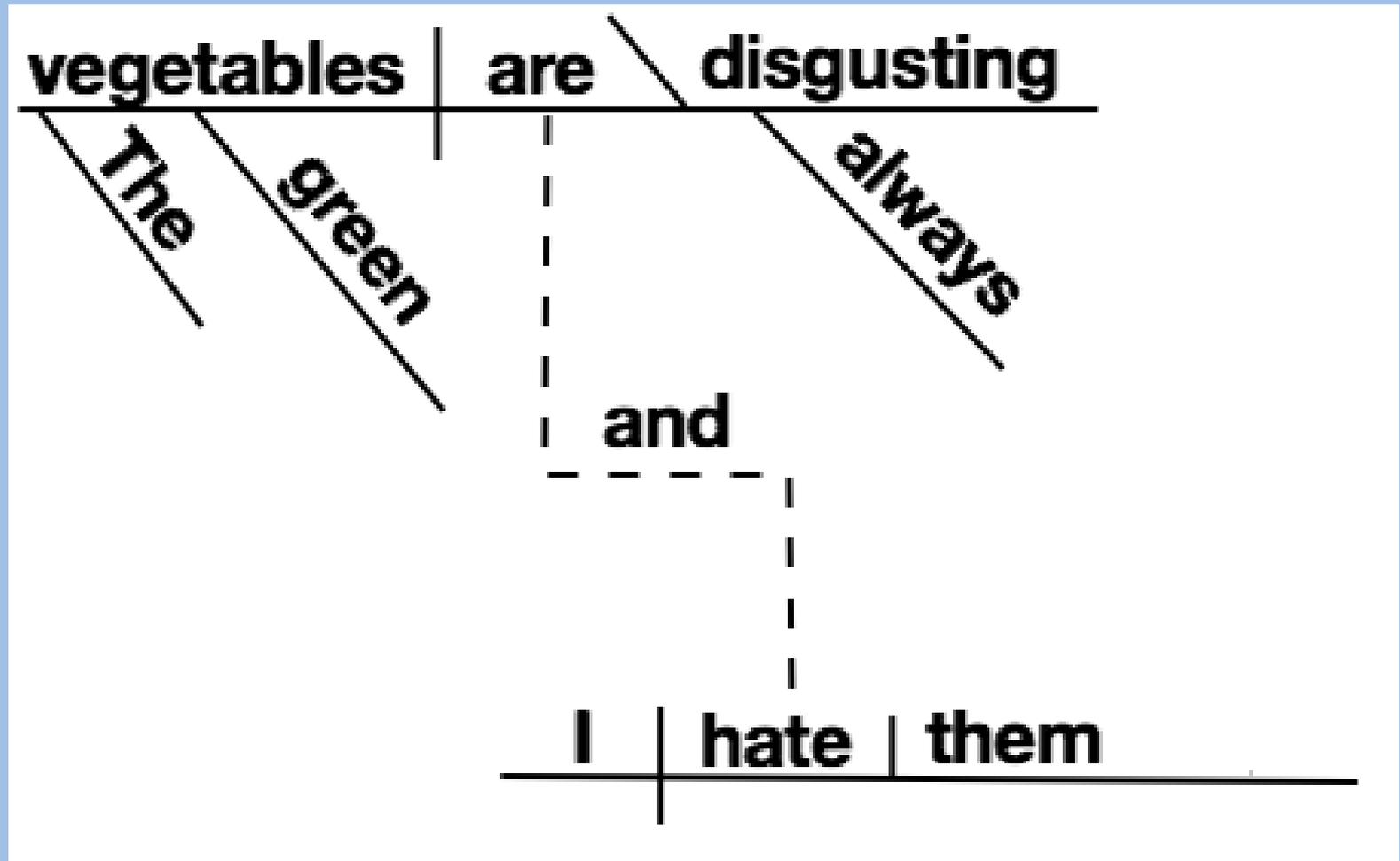
Example:

- Shorter messages are stronger.
 - “...some residual symptoms in patients with bipolar disorder should be targeted in personalized treatment plans, in order to improve functioning in the domains in which the patient is most impaired.”
 - “People with bipolar disorder may still need help with daily tasks, even when they’re feeling fine.”

Prepare Before You Talk

- **Break down really complicated sentences or thoughts into phrases.**
 - Look for the commas; take each sentence segment separately and condense.
 - Watch for prepositions; is the next phrase really important? Make it another sentence.

Do I Need a Translator?



Do I Need a Translator?

How do you say this in a soundbite?

Dense, pedantic verbiage in a language description, product specification, or interface standard; text that seems designed to obfuscate and requires a language lawyer to parse it.

Do I Need a Translator?

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End of the Process

Here's Your Soundbite:

- Long words describing something simple in a way that's apparently intended to confuse people.

End of the Process

Here's how it was:

Dense, pedantic verbiage in a language description, product specification, or interface standard; text that seems designed to obfuscate and requires a language lawyer to parse it.

Practice, Practice, Practice

- Practice your soundbite alone, and before an audience.
 - Are you comfortable saying it? Do the words sound like yours?
 - Does it make sense?
 - Is it simple and easy to understand?
 - Does your listener hear what you want to say?

In Summary...

- Decide on a single key message.
- Use short, sharp words.
- Leave out words you don't really need.
- Avoid jargon and acronyms.
- Use simple, clear sentences.

Getting It In:
Dealing with the Reporter
Jeannette Porter, M.S.

What's "News"?

The Big 5

Prominence Impact
Timeliness Conflict
Proximity



Reporters' Realities

- Deadlines
- Lack of expertise
- Pressure to produce



What's Your Position?

- **Proactive:** you **want** coverage
- vs.
- **Reactive:** you've **got** coverage

What Medium?

- **TV:** highly visual, needs good audio, short timeline.
- **Print:** good for details, pictures help, any timeline.
- **Radio/podcast:** good for “being there,” audio’s got to kick butt, any timeline.
- **Web:** includes all of the above.

Whom do you want to reach?



What Outlet?

What are those people consuming?

Who Ya Gonna Call?

- The reporter who's already covering stuff like yours?
- For TV and radio news: The news director?
- For print and web: The editor?

...it depends.

When Do You Call?

- *As soon as possible.* That is, as soon as you know the details you want to tell. (And, possibly, the details you don't.)

How Do You Call?

Don't "call,"
actually--
email. It's
called a
query.

Thanks for calling to tell me that
you just sent me an e-mail.



your  cards
someecards.com

The Query

Dear NAME CORRECTLY SPELLED:

I am the YOUR TITLE at YOUR ORGANIZATION.

We have a THING YOU WANT COVERED that we think your audience would be interested in.

SENTENCE ABOUT WHY THEIR AUDIENCE WOULD CARE.

It's on DAY and DATE at TIME, being held at PLACE, ADDRESS.

The Query, cont.

If you'd be interested in covering this, please email me at YOUR EMAIL ADDRESS or call or text me at PHONE NUMBER YOU WILL ANSWER WITHOUT FAIL. I'll be happy to get you background information and press credentials.

Thanks for your time.

YOUR NAME

The Query Subject Line

Thou shalt include a concise and informative subject line on the email; thou shalt never leave that blank.

How Do You Follow Up?

- Phone is good, but some millennials are allergic.
- “Hello, this is YOUR NAME from YOUR ORGANIZATION. Are you on deadline?”



Yes



No

Following Up

- **If “Yes”:** “When’s a good time to call you back?” Make a note, say “Thanks, I’ll call you then,” and *get off the phone*.
- **If “No”:** “I emailed you on DAY OR DATE at about TIME, with a subject line SUBJECT LINE YOU USED. Did you have a chance to look at it?”

Following Up More

- If “Yes,” you say, “Terrific. Can I get you some more info? Is this something you’re interested in covering?”
- If “No,” you say, “Oh. It was the info about **THING YOU WANT COVERED**, which we were hoping you would cover. It’s happening on **DAY/DATE**. Does this sound like something that would interest **NAME OF OUTLET?**”

When Do You Follow Up?

It Depends.

- How much time to the thing you want covered?
- What's the periodicity of the outlet?

The Journalist Said “Yes.” Now What?

- Set up a time and place to meet/communicate with her/him/them (TV often works in crews of two, more if the story is really big.)
- Are you going live or in a pre-recorded and edited package? It matters.
 - More.....

More “Now What?”

- If it's to be an interview with a key person at your organization, prepare that person:
 - Dress appropriately.
 - Know your message and stick to it.
 - Get your message down to 3 points.
 - Numbers are death.
 - What to do if they don't know the answer to a question?

Remove this Phrase From Your Vocabulary:

- “Off the record.”
- If you don't want it in the press, it doesn't come out of your mouth—period.

Still More “Now What?”

- Prepare the fact sheet.
 - Name and title of all the people the reporter is scheduled to talk to or about, and preferred honorifics (Dr., Mrs., Ms., etc.). Also pronouns, if there’s any doubt.
 - Pronunciation help for difficult/unusual names.
 - A sentence or two about any “inside baseball,” like names of conditions.
 - Main points you want reporter to take away.
 - Your contact info (again).

Fact Sheet \neq Spin

- Do not assume you can control the story's presentation. If you are not willing to risk a different interpretation of the facts you present, you may not want press attention.
- Do not ask for final approval of the story before it goes live/is printed/aired.

The Reporter(s) Are Here!

- Be present and pleasant.
- B-roll and not sound are things.
- Is HIPAA an issue for you?

They're gone— but don't relax— yet.

- The “I forgot to ask” email, call or text.
- Not until the weight-challenged lady sings.
- If it's good, email the reporter.
- If it's bad, email the reporter— nicely!
- Congratulations! You've gotten a story into the media!

Dos and Donts

- Do be authentic and real about aspects of your story. Don't exaggerate or hide compelling story details, this will make it harder to be believable and resonant with those you are trying to reach.
- Do your research when investigating the right reporters and outlets to pitch your story to. Make sure they have the right audience for your story and your story is a good fit for the type of news and content the outlet covers.
- Do know ahead of time what audience you are trying to reach, your goal and hoped for action as a result of placing your story.

Dos and Donts

- Don't get discouraged. Plan on lots of rejections but once you hit the right reporter, at the right outlet, your story will find a good home.
- Don't forget to follow-up with reporters and editors. You have to find the right balance between being a stalker and gently reminding them about your pitch. If you follow-up a few times and they don't respond, take that as a no.
- Don't wait to pitch if your story is hooked to a timely event. News cycles are rapid, and by tomorrow your story will be stale. Prepare pitches ahead of time in the event they could be pulled out and updated a moment's notice.

Useful Links

- **CDC's Clear Communication Index**
 - <http://www.cdc.gov/ccindex/>
- **Mindframe Project.** The Australian Government's Mindframe National Media Initiative (Mindframe) aims to encourage responsible, accurate and sensitive representation of mental illness and suicide in the Australian mass media.
 - <http://www.mindframe-media.info/>
- **Carter Center's Journalism Resource Guide on Behavioral Health**
 - http://www.cartercenter.org/resources/pdfs/health/mental_health/2015-journalism-resource-guide-on-behavioral-health.pdf

Contact Us

Kristin Battista-Fraze

KristinBattistaFraze.com, kbfraze@gmail.com

Laura Heisner Marshall

UNC Chapel Hill School of Media and Journalism
lhmarsha@unc.edu

Jeannette H. Porter

School of Media and Journalism
The University of North Carolina at Chapel Hill
Jeannette_Porter@med.unc.edu