



Council of Graduate Schools

Advocacy, Research, and Innovation

Working with the Media

The Many Voices of the Graduate Dean

CGS Workshop

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Developing a Good Relationship

- View media as a partner not an adversary
 - They need you to write their story
 - You need them to get your story out
- Start with your university relations office
 - Know university policies
 - Ask for a contact person
 - Prepare a news release for them to edit
 - Let them know you are available for interviews on certain topics



Developing a Good Relationship

- Be aware of media deadlines
 - Don't send something at 4:30 Friday and expect it in the morning paper
 - Ask when the reporter's deadline is
- Be aware of media limitations
 - Expect to talk for 30 minutes and see or hear 15 seconds

Developing a Good Relationship

- Understand media formats
 - You can say more to a print reporter than to a broadcast
 - You can stop a taped radio or TV interview and start over
- Offer to be available for follow up
 - Give phone numbers



What to do When a Reporter Calls

- Know university policies on media interviews
- Find out the reporter's purpose
- Are you the right person to talk?
- Don't talk until you are prepared
 - Ask for deadlines and offer to call back if possible
- Prepare the reporter ahead of time
 - E-mail data or reports ahead



What to do When a Reporter Calls

- Have your own agenda
- Consider possible questions
- Prepare answers
- Have resources available to augment your comments



Special Rules for Broadcast

- Arrive early enough to check out set/equipment
- Find an appropriate spot in your office if they come to you
- Dress appropriately
- Know the cues for on air
- Know where to look
- Adjust length of answers to fit the medium