Welcome! We’ll be starting in a few minutes. Please press *6 to mute your phone.
Housekeeping

- Please mute your phone (press *6).
- If you have “hold music,” please do NOT put us on hold. Hang up and redial when available.
- We will have time for questions and answers throughout the webinar.
Asking Questions

- Select who you would like to send your message to from the drop down box at the bottom of the chat feature on the right-hand side of your screen. Enter your question in the space provided and click send.
- For this exercise direct your questions to Polly (Presenter).
Robert F. Roberts
President, ADSA

Welcome & Introductions
Today’s Speakers & Topics

**Becoming a Go-To Source**

**Polly Ligon O’Grady**  
Vice President, Weber Shandwick

**Tips for Effective Interviews**

**Liz Miklya**  
Vice President, Weber Shandwick

**Dairy Resources & Opportunities**

**Stacey Stevens**  
Vice President, Media & Industry Affairs, Dairy Management Inc.

**Media Experience from the Field**

**Dr. Julie Smith**  
University of Vermont

**Dr. Lloyd Metzger**  
South Dakota State
Becoming a Go-to Source

Polly Ligon O’Grady
Vice President, Weber Shandwick
Interactive Question 1 of 2

Where do you go first to get news?

- Online
- Network TV
- Local TV
- Radio
- Cable TV
- Magazines
- Print newspaper
Web Continues to Dominate in Audience Growth
Percentage Change in Audience, 2010-2011

Online: 17.2%
Network TV: 4.5
Local TV: 1.0
Audio: 1.0
Cable TV: 1.0
Magazines: -0.05
Newspapers: -4.0

Interactive Question 2 of 2

How do you access online news?
- News outlet website or app
- Key word search
- News organizer or aggregator (such as Google or Yahoo)
- Social media recommendations
The Path to News

One pressing question facing the industry is how people find and access news stories. The survey reveals going to the news organization directly is a primary method on every device, with particular appeal on the tablet computer.

**NEWS OUTLET’S WEBSITE OR APP**
Percent accessing news via a new outlet’s website or app very often...

- Desktop/Laptop: 33%
- Smartphone: 33%
- Tablet: 38%

**KEYWORD SEARCH**
Percent accessing news using a keyword search very often...

- Desktop/Laptop: 30%
- Smartphone: 25%
- Tablet: 30%

**NEWS ORGANIZERS**
Percent accessing news via a news organizer website or app very often...

- Desktop/Laptop: 26%
- Smartphone: 26%
- Tablet: 27%

**SOCIAL MEDIA RECOMMENDATIONS**
Percent following Facebook and Twitter recommendations very often for news...

- Facebook:
  - Desktop/Laptop: 6%
  - Smartphone: 7%
  - Tablet: 8%

- Twitter:
  - Desktop/Laptop: 2%
  - Smartphone: 3%
  - Tablet: 3%

The “New” News Cycle

“No longer do we measure news in hours … In its place, we welcome the 86,400-second news cycle … every news outlet, blog and Twitter-er is doing their best to dominate a news story one second at a time. Whomever can shout the loudest each second of each day, owns that second and the thousands of retweets, Likes and traffic that go with it.”

– Dominic Litten, PointtoPoint.com blog
What Does This Mean for Reporters?

- Fewer reporters working more hours to feed multiple news platforms
- Multiple, fast-breaking deadlines
- More “untrained” writers with limited background in journalism or science reporting
- Limited oversight from experienced editors
- To be successful, journalists must build their personal “brand”
Talk to The Times: Nicholas D. Kristof

Nicholas D. Kristof, an Op-Ed columnist for The New York Times, is answering questions from readers July 6-10, 2009. Questions may be e-mailed to askthetimes@nytimes.com.

Mr. Kristof, a two-time Pulitzer Prize winner, has been a columnist since 2001. His columns appear twice a week.

On the Ground
NICHOLAS D. KRISTOF

Making Food Safe
by NICHOLAS KRISTOF

My Sunday column looks at food safety and, in particular, the way the agribusiness lobby has blocked some basic reforms—not least the banning of routine feeding of antibiotics to livestock, for growth promotion. That’s just unconscionable, given the risks of developing antibiotic resistance.

Big Ag counters that there’s no evidence that agricultural use of antibiotics is the problem, as opposed to hospital overuse—and that there’s also no connection between agricultural overuse and the latest food poisoning outbreak in Europe. It’s true that it’s very difficult to untangle, because a gene for antibiotic resistance could emerge in a hog born in Iowa and then migrate to a bacteria in an urban setting, or vice versa. But when 80 percent of American antibiotics are going to agriculture, there’s no getting around the fact that that’s overuse.
Identifying Media Contacts

- Follow trade and consumer media stories on topics of interest; create a list of key reporters
- Identify bloggers who cover key issues; subscribe to their blog
- Friend media, industry influencers and opinion leaders on Facebook; follow influencers on Twitter
Building Relationships with Media

- Initiate a phone or e-mail introduction
- Follow up with a reporter after a story of interest has run
- Post comments to a blog or comment on a Facebook or Twitter post, then follow up with the author
- Look for opportunities to follow up with your key contacts every couple of months
- Send out individualized communications—never e-mail blasts
REPORTERS
Qualified sources when you need them!
Tap into the largest source repository in the world with over 80,000
mainstream and expert sources who will respond directly to your query
on your terms. No more flipping through your Rolodex, searching out-of-
date databases, or being bothered by unsolicited sources with off-topic
pitches. Submit your query and let HARO deliver the perfect sources
right to your inbox.
- No registration required
- 100% free to use

SUBMIT QUERIES  LEARN MORE

SOURCES
No such thing as free PR?
From The New York Times, to ABC News, to HuffingtonPost.com and
everyone in between, nearly 30,000 members of the media have quoted
HARO sources in their stories. Everyone’s an expert at something.
Sharing your expertise may land you that big media opportunity you’ve
been looking for.
New to this site? Click the audio player below for a 3-minute overview of
HARO.

BECOME A SOURCE

MUCK RACK
For Journalists  For Communication Pros  About  Blog

The Newsroom  Journalist Directory  Search  P R  Media Lists  Alerts  Muck Rack Daily

About Muck Rack
What if you could get tomorrow’s newspaper today?
That was the question Muck Rack was created to answer in early 2009. Media pundits were doubting the credibility
and value of all “user generated content” on Twitter. Meanwhile SeaHorse Media, a Brooklyn-born startup aiming to
uncover the best of the real-time web, launched the Shorty Awards for top Twitter and social media content creators
and noticed that the press section at the award ceremony ran out of food and drink because so many journalists
showed up.
By verifying the journalists on social media who do the muckraking for major media outlets and analyzing what they
say in real time, Muck Rack delivers a glimpse of tomorrow’s newspaper to you today.

The rise of journalism on Twitter and social media
Muck Rack started with only 150 journalists on Twitter, a good portion of all the journalists on the federation service at
the time. Muck Rack now lists thousands of journalists on Twitter, Facebook, Tumblr, Quora, Google+, LinkedIn and
more who are vetted by a team of editors. The Muck Rack Daily analyzes what journalists are saying in a daily email
that has become a must read for journalists.
Communicating with Your Organization’s Communicators

- Share your bio and highlight your areas of expertise
- Suggest upcoming research or events that might be newsworthy
- Keep communicators apprised of any media interviews
- Continue to share story ideas and initiate regular communication with key communicators
“Once you have a good, solid piece of information, you need to accept that in today's information-glutted world, facts by themselves usually aren't enough to capture the attention and interest of the public. You have to wrap those facts up in a package and "sell" it to your audience.”

– Randy Olson, author of “Don’t be such a scientist: Talking substance in the age of style,” writing in www.newscientist.com
Production
Animal Treatment
Sustainability
Milk Safety
Hormones/Antibiotics
Zoonotic Disease

Processing
Ingredients & Additives
Quality & Safety
Dairy Business

Products
Health & Nutrition
Flavored Milk
Raw Milk
Milk Imitators
What Story Angles or Information Get Covered?

Source: KRC Research Media Poll Audit, April 2012
Examples from Recent Dairy Coverage

• Revealing: “Falling milk prices--particularly over the past decade – have been a warning signal for a slowdown, while rising prices have accompanied upturns in the economy.” (CNBC)

• Trends: “Greek yogurt now accounts for about 22% of the $7.2 billion market for spoonable yogurt.” (Fox Business)

• Surprising: “While eating too much food can cause obesity, the fear of not having enough food may lead to the same result.” (Science Daily)

• Quirky: “If you want great milk, you need happy and healthy cows. At Conrad's Dairy Farm, that means pampering their milk producers with waterbeds.” (USA Today)
Help the Reporter Get the Story Right

• Package your research results and ideas as compelling stories and succinct messages
• Deliver these stories and messages effectively during the interviews
• Provide links to credible background
• Suggest additional resources that will help the reporter write a balanced story
• Ask for the opportunity to review the story or, at the very least, your quotes
Experiences from the Field

A Q&A with Dr. Julie Smith, University of Vermont
Tips for Effective Media Interviews

Liz Miklya
Vice President, Weber Shandwick
The Interview

“It’s always dangerous to give interviews.”
- Steve Jobs
It’s All About the Audience

“Sorry, Pop, but your message is no longer relevant to the younger audience.”
"If you were to boil your book down to a few words, what would be its message?"
Key Messages

• One, two or three critical points you want the reporter to deliver to your audience are your key messages

• Must be relevant and resonate with your audience so you connect
The Relevancy Acid Test – “So What?”

- It’s all about the audience!
- Answer the “so what?” question
- What does this mean to “real people”– i.e., anyone outside your walls?
- Why should the reporter’s readers/viewers care?
Scientific Journal

“The best approaches are those that address all 3 types of concerns, for example, feeding systems for calves that allow expression of key behaviors (i.e., sucking on a teat), that avoid negative affect (i.e., hunger), and that allow for improved functioning (i.e., higher rates of body weight gain, and ultimately higher milk production).”*

Mainstream Newspaper or Blog

“The best solutions improve the well-being of cattle and the people who work with them.”

Using Key Messages
It’s not about the question

“Does anybody have any questions for my answers?”
- Henry Kissinger
How to Use Key Messages

• As the direct answer to the question
• Logically inserted into the answer
  – Find common ground
  – Don’t only answer the question, address the underlying theme
• Repeat them as often as you logically can
Using Bridges

“Let me put that in perspective…”

“That’s important because…”

“And don’t forget…”

“That’s important to remember, however…”

“Yes, but…”

“That’s a good point, but what is equally important is…”

“No, but what I can tell you is…”

“What that means is…”

“That’s an interesting question, but…”
Interviewing: Get to the Point

• 150 words per minute
• 25 words
• 5 seconds
First Impressions Count

- Content = 10 percent
- Voice = 30 percent
- Persona = 60 percent
Flagging
Flag Your Key Messages

- “Here are the top three reasons…”
- “The essential point to remember is…”
- “What’s important for readers to understand is…”
- “What this boils down to is…”
- “The most exciting takeaway from this research is…”
- “The heart of the matter is…”
- “If you can remember one thing…”
- “What I’d really like to stress…”
Anticipate the Issues
not Just the Questions

“The questions don’t do the damage. Only the answers do.”
~ Sam Donaldson
Dealing with Tough Questions

- First, buy time
- Don’t get caught off guard
- Project a calm, authoritative persona
- Stick with your key messages
- Acknowledge uncertainty
Interview Don’ts

• Use jargon or buzzwords
• Lose your cool
• Repeat a negative
• Speculate or comment on rumors
• Over communicate
If and When a Reporter Calls

• Don’t just start talking
• Say you’re busy, but before you hang up…
• Ask for the name of the publication, topic of story, the reporter’s name and number, deadline
• Ask what kind of information they’re looking for: statistics, examples, background, opinion?
• Schedule a later time to conduct the interview or to provide information
“She'll buy it for us. We just have to stay on message.”
Preparation

“The more I practice, the luckier I get.”

- Gary Player
Experiences from the Field

A Q&A with Dr. Lloyd Metzger, South Dakota State University
Response: “... While it’s true that cows produce more milk today than they did in 1970, the reasons are because of improved herd management, closely monitored nutrition and feeding practices and advancements in genetic selection and breeding. Today’s dairy farmers use nutritionists to develop a balanced ration to meet all of the cows’ nutritional requirements and veterinarians to monitor their health ... Think about how healthy people would be if we each had our own nutritionist that prepared all of our meals and our doctor constantly monitored our health status! ...”
Dairy Resources And Opportunities

Stacey Stevens
Vice President, Media & Industry Affairs, Dairy Management Inc.
U.S. Dairy Organizations

- Dairy Management, Inc.
- Milk Processor Education Program
- National Milk Producers Federation
- International Dairy Foods Association
- U.S. Dairy Export Council
Process for Connecting Reporters with Dairy Science Experts

**Media call comes in or issue identified through monitoring**

**Dairy Communications Mgmt Team:**
- Alerts you to opp to conduct interview or respond to misinformation
- Provides info on outlet/reporter
- Arms you with messages that resonate with the public & background materials

**YOU:**
- Respond quickly
- Ensure dairy science point-of-view is represented
- Follow up with reporter to establish yourself as ongoing, go-to source
- Let ADSA know if you do an impromptu interview
Industry Resources

Dairy Research Insights

“Message Manual”
ADSA Resources

Dair-e News

May 7, 2012

ADSA Dair-e-news
News of the Industry

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in cooperation with Feedstuffs / Feedstuffs FoodLink

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your personal copy in the future, please visit
http://www.adsa.org/enews-subscribe.asp

Opinion and editorial content included in the Dair-e-news represent the views of the authors.
Publication does not represent endorsement of any position by the ADSA.
Ken Olson, Ph: 630-237-4961, keolson@prodigy.net

City mom Alba Valdes gives her thoughts on the bailed youth ag labor rules.
Click here to listen

USDA announces set of new food safety measures
The U.S. Department of Agriculture’s top food safety official has announced a major shift in
the way the agency will conduct traceback investigations on meat contaminated with

ADSA.org

ADSA
Science, education and service for the dairy industry
What’s Next?

• Complete the follow-up survey to this session
  – Let us know what tools and training you need
• Learn more about working with media:
  – Spokesperson/Media Training at JAM, Tuesday July 17, 8:00 – 9:00 am
• If the media requests an interview, let us know
Thank You!

Please feel free to contact us for additional information:

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