ADSA: Navigating the Media Landscape

November 18, 2010
Housekeeping

- Please mute your phone
- 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
Training Rationale

• ADSA Spokesperson Program
• Priority Science Policy Areas
Today’s Objectives

• Gain better understanding of the media landscape

• Learn basic media interview strategies, particularly the importance of translating scientific data into consumer-friendly messages

• Learn more about dairy industry resources
Today’s Speakers

James Linn
President, ADSA

Polly Ligon O’Grady
Vice President, Weber Shandwick

Liz Miklya
Vice President, Weber Shandwick

Susan Ruland
Senior Vice President, Weber Shandwick

Frank Orrico, Ph.D.
Executive Vice President, Weber Shandwick

Stacey Stevens
Vice President, Media & Industry Affairs, Dairy Management Inc.
Today’s Agenda

• Current Media Landscape

• Basic Principles of Effective Media Interviews

• Developing Messages for Different Audiences

• Existing Dairy Resources

• Q&A and Next Steps
What You Told Us

Challenges:

• Speaking in layman’s terms
• Conflicting data
• Credibility in a noisy space

Key Areas of Interest:

• Animal health
• Antibiotics
• Hormones
• Environment
• Raw Milk
Current Media
Landscape
How do **You** Get Your Daily News?

- Newspaper (print)
- Television
- Radio
- News websites or RSS feeds
- Social media (blogs, Twitter, etc.)
More Americans Get News from the Internet

- Online news is now more popular than newspaper and radio
- 75% of Americans get news through email forwards or posts on social networking sites
- 37% have reported news, commented on it, or shared it through social media

Source: Pew Internet and American Life Project
What Does This Mean For You?

- It’s not just about news coverage, but the conversations around the coverage!
- There are so many new ways to tell your story and connect with influencers (YouTube, Facebook, Twitter)
- Non-credentialed citizen journalists are viewed as ‘experts’
- Unreliable sources and outlets viewed as ‘facts’ on Internet
What Issues Are Making Headlines?

Q3 2010 Summary

- Animal Care
- Organics/Hormones
- Food Safety
- School/Kids/Marketing
- Raw Milk
- Environmental Impact
- Lactose Intolerance
Year-to-Date: Dairy Issues in the News

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Total Thru September
Current Farm and Food Coverage Trends
What Does This Mean for You?

• You can’t just ‘wing’ an interview – do your research first

• Know the online influence of an outlet before doing an interview

• Make sure you’re aware of current dairy-related stories in the news
Basic Principles of a Media Interview
The Interview

“It’s always dangerous to give interviews.”
- Steve Jobs
Why Should We Deal With the Media?

- Communicate effectively in a crowded marketplace
- Position you as an authority
- Reaches everyone!
- Establish relationships
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 organization?
- Why should the reporter’s readers care?
Key Messages

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

• Must be relevant and resonate with your audience so you connect
How to Use Key Messages

“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…”

“That’s an interesting question, but…”

“That’s an important point to remember, however…”

“No, but what I can tell you is…”

“Yes, but…”

“And don’t forget…”

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

“What that means is…”
“She’ll buy it for us. We just have to stay on message.”
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
Anticipate the Issues not Just the Questions

“The questions don’t do the damage. Only the answers do.”
~ Sam Donaldson
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…”
Interview Don’ts

- Use jargon or buzzwords
- Lose your cool
- Repeat a negative
- Speculate or comment on rumors
- Over communicate
Preparation

“The more I practice, the luckier I get.”
- Gary Player
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
Developing Messages for Different Audiences
The Daily Life of a Reporter

How reporters start their day at work...

Today I am an expert in:

What Do Reporters Want?

• Stories that sell
• Relevancy
• Something different
• Simplicity
• Examples
It’s All About the Audience

“Sorry, Pop, but your message is no longer relevant to the younger audience.”
Get to the point.
Be quotable.
Don’t Lecture

- Start with the “So What,” not first principles
- Use data points for support
- Bring the story to life with examples
- Imagine you are telling your family about your work
What Makes a “Good Quote”

- Succinct
- Delivered with passion
- Lacks jargon
- Speaks to the benefits, not process
- Analogies, stories and metaphors

“HIV is slowly revealing its secrets,” said Dr. Bruce Walker, one of the leaders of the international [vaccine] consortium…

“We’ve now been able to go from a haystack down to a needle and see that this is really the key place where we need to focus our effort.”
Scientific vs. Consumer Messaging

Scientific Journal
“The objectives of this study were to determine the volatile components responsible for the sensory perception of nutty flavor in Cheddar cheese. Cheddar cheeses with and without nutty flavors were selected by descriptive sensory analysis. Volatile aroma components from Cheddar cheeses with and without nutty flavors were isolated and characterized using solvent extraction with high vacuum distillation ....”*

Mainstream Newspaper or Blog
“Nuttiness is a flavor prized among cheesemakers, but it’s hard to pin down exactly what creates that flavor. We had people smell and taste various cheeses and describe them—does it remind you of lightly roasted nuts, wheat thins, peanut oil? Then we studied the chemistry of these cheeses to explain the differences.”

Scientific Vs. Consumer Messaging

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 lives of cattle and the people who work with them.”*

Existing Dairy Industry Resources
What Type of Support Would be Most Useful to You as an ADSA Spokesperson?

- In-person, on-camera interview training
- One-on-one media coaching by phone in advance of major interviews
- Interview tip sheet
- Industry messaging
- Opportunity to discuss possible interview topics with ADSA colleagues
- Annual refresher course of this session
U.S. Dairy Organizations

- Dairy Management, Inc.
- Milk Processor Education Program
- National Milk Producers Federation
- International Dairy Foods Association
- U.S. Dairy Export Council
Telling Our Story

• Fill the pipeline with good news about dairy and nutrition
• Identify issues before they surface in mainstream media
• Influence the dialogue by providing factual information to stakeholders on topic of interest/concern
• Build relationships and goodwill that can be leveraged when an issue flares or a crisis occurs
How the Industry Responds

All Five Industry Organizations Agree on a Strategic Approach

Together, the dairy industry:

- Arms industry representatives and third parties to respond as appropriate
- Ensure dairy industry point-of-view is represented in response
- Helps promote the industry
- Engages state and regional network to keep local issues local, whenever possible
Industry Resources

**ADSA Dairy News & ADSA.org**

“Message Manual”

![ADSA Dairy News & ADSA.org](image)

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Industry Messages: Animal Care

• Dairy farmers’ commitment to providing high quality milk begins with top-notch animal care.

• Nutritious diets, healthy living conditions and good medical care are among the many animal welfare practices routinely used by dairy farmers.

• Farmers employ professional nutritionists to develop a scientifically formulated, balanced and nutritious diet for their cows.

• Cows receive regular veterinary care, including periodic check-ups, preventative vaccinations and prompt treatment of illness.

• Animal scientists and dairy farmers continually explore different ways to improve the comfort of dairy cows.

• Dairy is one of the most regulated and inspected industries in agriculture.

• All dairy farmers, regardless of their farms’ size, depend on healthy cows for their livelihood.
Industry Messages: Environment

• U.S. dairy farmers have always been committed to preserving the earth’s natural resources while providing nutritious and wholesome foods.

• Constant innovation on dairy farms has led to widespread adoption of best management practices, and U.S. dairy farms are more efficient today than ever before.

• According to Cornell University, the dairy industry has reduced the carbon footprint of its products by 63 percent over the past 60 years, thanks to improvements in animal genetics, feeding rations, animal health programs, cow comfort and overall farm management practices.

• In 2008 the dairy industry initiated major steps toward greater environmental sustainability, from farm to fridge.

• Dairy farmers and other dairy businesses have implemented an action plan to reduce greenhouse gas emissions, with a goal to reduce emissions by 25 percent by 2020.
Questions?
Thank You!

Please feel free to contact us for additional information:

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