

# Talking to the Press: How to and *why* you should

Dec. 5, 2006

THINK series

Tina Mankowski, director, HS/UW Medicine  
News & Community Relations

# What NCR does

- More than 25 years of public relations/media relations expertise
- Proactive philosophy
- “The Newsroom” office is a thing of the past
- Interested in basic science, clinical care, research and human interest stories
- Crisis communications
- Media training at its most basic

# How we operate

- All staff capable of media relations
- 24/7 media relations coverage
- Many constituents
- Interface with major journals
- Subscribe to two internet distribution services
- Track and monitor media
- Help faculty disseminate information about their work
- Find experts for the media
- Crisis communication
- Match the story with the media

# Beyond published research

- Grants
- Research subjects
- Special interests
- Incredible colleagues
- Incredible patients
- Timely events & national news

# Why you should talk to the media

- We are a public institution
- You can affect change/public opinion
- Gain exposure for your work
- Fund-raising initiatives
- Positive coverage is good for you and the school

# Expectations

- Not all media are created equally
- Managing the media
- Things are not always as they appear to be
- Use our office
  - Can do telephone interviews
  - Schedule press conferences
  - Role play
  - Provide you with feedback

# Preparing for the media

- Call us and we can help
- Investigate the reporter
- Put your message into bullet points
- Anticipate questions
- Explain your work to your mother
- Make it relevant
- What you hope you won't be asked
- If research, what does the research not show?
- What will happen next?
- Make a financial disclosure statement

# Helpful tips

- Don't wait for the reporter to ask you—tell them
- If things move off track, get back on track
- Don't fill in silences—especially on television
- Be short and to the point
- Don't be chatty
- If you don't know an answer, say so
- No off the record
- You won't be able to review your story

# Other media issues

- Crisis communication
- Op-eds and guest editorials
- Specialty publications
- Editorial boards

# Thank you!

Tina Mankowski  
[ochs@u.washington.edu](mailto:ochs@u.washington.edu)  
206.685.3841

Clare Hagerty  
[clareh@u.washington.edu](mailto:clareh@u.washington.edu)  
206.685.1323

Elizabeth Lowry  
[elowry@u.washington.edu](mailto:elowry@u.washington.edu)  
206.685.4232

Susan Gregg-Hanson  
[sghanson@u.washington.edu](mailto:sghanson@u.washington.edu)  
206.731.4097