What Is News?
Stolen painting returns home to UArizona

Sept. 27, 2022

ARTS AND HUMANITIES
More Media Than Ever

1970s
- Radio, newspapers, broadcast television, billboards.
- Average American exposed to 500-1,600 media messages per day.

2020s
- True multimedia, anywhere and everywhere.
- Average American exposed to 6,000-10,000 media messages per day.

Source: PPC Protect
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Source: PPC Protect
How Can You Help?

We Need You!

- People need reliable information
- Help inform broader conversations
- Improve relations with stakeholders
- Programs benefit from publicity
How Can You Help?

It’s Challenging

- Limited opportunities to engage
- Short attention spans
- Competing messages
- Taken out of context
- Internet outrage
How Can You Help?

Benefits > Challenges

• Reputation counts. Good earned media can help brand you and your program.
• Strategic communication helps you reach the people you care about.
What Is News?

News vs. Information

• Immediate. (News is now, or in the not-too-distant future.)
• Impacts many people in some way
• Innovative. (What can we do now that we couldn’t do before?)
• Interesting. (A unique look at the human condition.)
• Outcomes, not process
What Is NOT News?

Important To You ≠ News

• Most award stories are not news
• Agency cooperation and people working together? (interdisciplinary)
• Anything “braggy” (the best higher educational system in the world...)

THE UNIVERSITY OF ARIZONA
**Earned Media vs. PR**

**Who Tells Your Story?**

- Public Relations: Telling your own story. Engaging your own audiences.
- Earned Media: A trusted/impartial person/entity tells your story for you
- Third-party validation + ‘The Halo Effect’
Where Is The Audience?

News consumption across platforms

% of U.S. adults who ___ get news from ...

<table>
<thead>
<tr>
<th></th>
<th>Digital devices</th>
<th>Television</th>
<th>Radio</th>
<th>Print publications</th>
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<tbody>
<tr>
<td></td>
<td>2020</td>
<td>2021</td>
<td>2020</td>
<td>2021</td>
</tr>
<tr>
<td>Never</td>
<td>7%</td>
<td>8%</td>
<td>11%</td>
<td>21%</td>
</tr>
<tr>
<td>Rarely</td>
<td>7%</td>
<td>8%</td>
<td>12%</td>
<td>22%</td>
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<tr>
<td>Sometimes</td>
<td>26%</td>
<td>33%</td>
<td>20%</td>
<td>28%</td>
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<tr>
<td>Often</td>
<td>60%</td>
<td>51%</td>
<td>40%</td>
<td>34%</td>
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<tr>
<td></td>
<td>2020</td>
<td>2021</td>
<td>2020</td>
<td>2021</td>
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<td></td>
<td>16%</td>
<td>15%</td>
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</table>
| Note: Figures may not add up to 100% due to rounding.
PEW RESEARCH CENTER
Where Is The Audience?

News consumption across digital platforms
% of U.S. adults who ___ get news from ...

<table>
<thead>
<tr>
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<th>Never</th>
<th>Rarely</th>
<th>Sometimes</th>
<th>Often</th>
</tr>
</thead>
<tbody>
<tr>
<td>News websites or apps</td>
<td>15%</td>
<td>16%</td>
<td>35%</td>
<td>34%</td>
</tr>
<tr>
<td>Search</td>
<td>15%</td>
<td>20%</td>
<td>41%</td>
<td>23%</td>
</tr>
<tr>
<td>Social media</td>
<td>18%</td>
<td>19%</td>
<td>18%</td>
<td>23%</td>
</tr>
<tr>
<td>Podcasts</td>
<td>18%</td>
<td>19%</td>
<td>29%</td>
<td>19%</td>
</tr>
</tbody>
</table>

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PEW RESEARCH CENTER
Where Is The Audience?

| % of U.S. adults in each demographic group who say they prefer ___ for getting news |
|---------------------------------|-----------------|-----------------|-----------------|
|                                 | Television      | Radio           | Print publications | Digital devices |
| Total                           | 36%             | 7%              | 5%               | 50%             |
| Men                             | 31%             | 9%              | 5%               | 53%             |
| Women                           | 41%             | 6%              | 5%               | 46%             |
| Ages 18-29                      | 11%             | 5%              | 3%               | 77%             |
| 30-49                           | 26%             | 8%              | 3%               | 62%             |
| 50-64                           | 48%             | 8%              | 4%               | 38%             |
| 65+                             | 57%             | 5%              | 12%              | 24%             |
Who Are Journalists?

All journalists are not the same

- Television reporter
- Online writer/blogger/new media
- Daily newspaper
- Trade magazine
- National outlet/wire service
Who Are Journalists?

Journalists are ...

- Usually friendly people (who are not necessarily your friend)
- Naturally skeptical
- Short on time (always on deadline)
- Smarter than you think (but always asking questions)
Who Are Journalists?

Journalists want ...

- A good story – as many of the elements as they can capture
- GREAT quotes
- The feeling that they understand the issue after 20 minutes as well as you do after 20 years.
How Do You Get Coverage?

Two simple rules:

- Have something to say
- BE AVAILABLE

Typing this one more time: BE AVAILABLE.

More journalists value Twitter, LinkedIn, Instagram, Reddit and TikTok

Compared to last year, more journalists value Twitter (77% vs. 76%), LinkedIn (24% vs. 23%), Instagram (18% vs. 15%), Reddit (9% vs. 7%) and TikTok (4% vs. 2%).

What social network is most valuable to you as a journalist?

- Twitter: 77%
- Facebook: 39%
- LinkedIn: 24%
- Instagram: 18%
- YouTube: 16%
- Reddit: 16%
- TikTok: 9%
- Snapchat: 4%
- Other: 1%
60% of journalists say their relationship with PR pros is mutually beneficial

This year, more journalists call their relationship with PR pros a partnership (8%) vs. last year (6%).

Fewer say the relationship is antagonistic (16% vs. 18% last year) and fewer say it’s a necessary evil (16% vs. 17% last year).

Do you generally see your relationship with PR teams and people at PR agencies as:

- A partnership: 8%
- Mutually beneficial, but not quite a partnership: 60%
- Antagonistic, but not inherently a bad thing: 16%
- A necessary evil: 16%
How Do You Get Coverage?

Two simple rules

• Have something to say
• BE AVAILABLE
Cultivating the Message
Identify Good Stories

• Is it peer-reviewed research?
• Is it timely/relevant to current events?
• Is it tied to an institutional imperative?
• Does it distinguish the university nationally or globally?
• Does it have immediate real-world impact?
Identify Your Audience

- Who do you want to reach?
- What do you want them to know?
- What do you want them to do when they know it?
Craft Your Message

- Identify key points
- Collect supporting evidence
- Make it memorable
- Anticipate and answer the tough questions
Key Points

- Start with the conclusion (key message)
- Three points maximum
- Framing is important
Make It Relatable

• How does this affect your audience? (head, heart or pocketbook)
• Use real-life anecdotes or examples
• Talk about impact
• Keep it simple. “Tell your parents.”
Work The Numbers

• Compare with the familiar
  • A spacecraft the size of a van.
  • A wearable device that’s thinner than a piece of paper.

• Use irony when appropriate
  • In Arizona, a childcare worker makes $10 per hour and a prison guard makes $18.
Make It Memorable

• Quotable quotes

“I’ve never seen anything like it. It's extremely eerie and weird.”
– UArizona professor David Soren on the discovery of a “vampire burial.”
Prepare For The Worst

• Anticipate and write answers to the questions you hope you don’t get asked
• When in doubt, ask for help
Working With Journalists

Remember...

• Time is limited – be concise
• Deadlines are short – be responsive
• No questions in advance or reviews after
On-Camera Interviews

• Dress in professional/business attire.
• Assume you will be visible from head to toe.
• Wear solid shirts/blouses.
  • Blues, purples, reds, greens, pastels or neutrals
• Avoid wearing solid whites or logos.
• Do NOT wear see-through materials.
• Keep jewelry to a minimum.
  • Smaller is better.
Virtual Interviews

- Computer with camera/mic.
- Find a quiet space.
  - Close programs that have alerts.
- Aim camera at eye level.
- Neutral background. No movement.
  - No copyrighted images.
  - No virtual backgrounds.
- Check the lights.
  - No backlighting.
Activity: Pitch Your Story

• Choose your topic.
• Identify the audience.
• Create key messages and supporting points.
• Anticipate tough questions.
• Make it memorable.
• Elect a spokesperson.
• Stand and deliver.
When To Call Us

• When you have a story idea. The sooner we hear the better.
• When you don’t recognize a reporter or outlet
• When a story requires a correction
• When there’s a problem on social media (call Emily Stulz!)
• Anytime you have questions. We are here to help!
'The Conversation'

- Representatives will be on campus Oct. 19-20 to discuss:
  - Effective pitching
  - How to leverage your article into more media opportunities
- Mission statement:
  - The Conversation seeks to promote truthful information and strengthen journalism by unlocking the rich diversity of academic research for audiences across America.
<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>14%</td>
<td>14% were invited to speak or present at a conference</td>
</tr>
<tr>
<td>18%</td>
<td>18% used articles or metrics as part of grant or funding</td>
</tr>
<tr>
<td>21%</td>
<td>21% influenced policy by a decision maker</td>
</tr>
<tr>
<td>45%</td>
<td>45% received a request to be interviewed by a radio outlet</td>
</tr>
<tr>
<td>40%</td>
<td>40% received a request to be interviewed by a print outlet</td>
</tr>
<tr>
<td>18%</td>
<td>18% received a request to be interviewed by a TV outlet</td>
</tr>
<tr>
<td>26%</td>
<td>26% saw an increase in citations of their scholarly articles</td>
</tr>
<tr>
<td>43%</td>
<td>43% had opportunities for other academic collaboration</td>
</tr>
</tbody>
</table>
Contact Us

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THANK YOU!