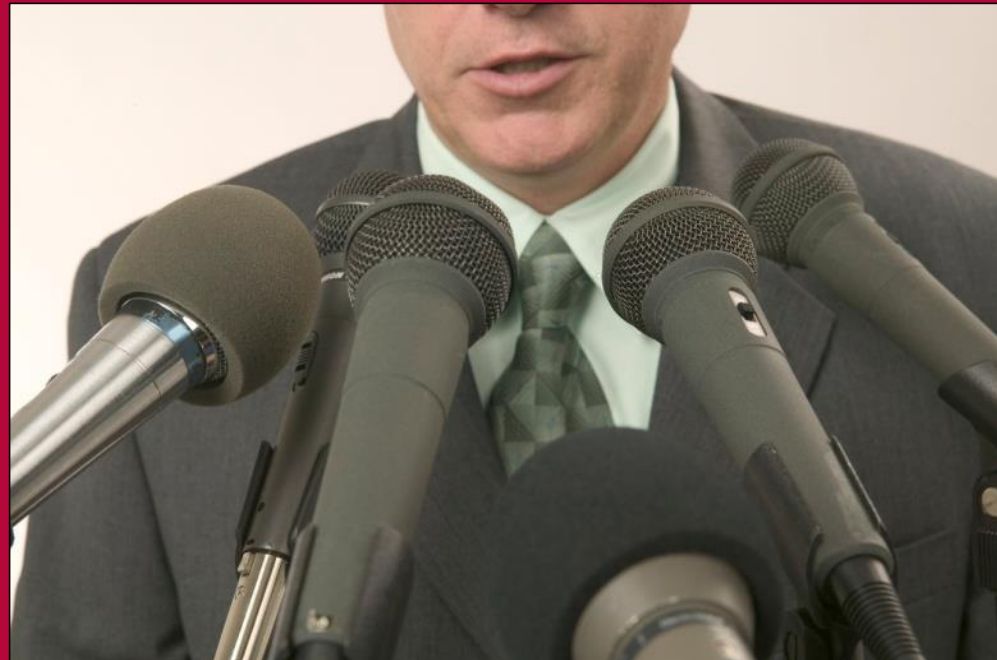


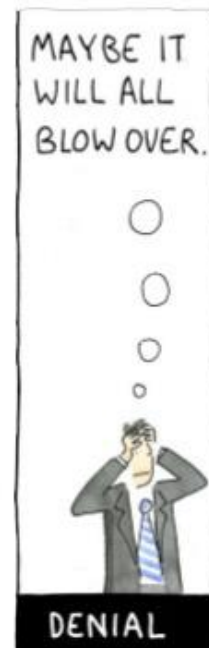


# How To Work With The Media





# The Five Stages of Dealing with the Media





# The Five Stages of Dealing with the Media



# The Five Stages of Dealing with the Media



# The Five Stages of Dealing with the Media



# The Five Stages of Dealing with the Media



# The Role of the Media

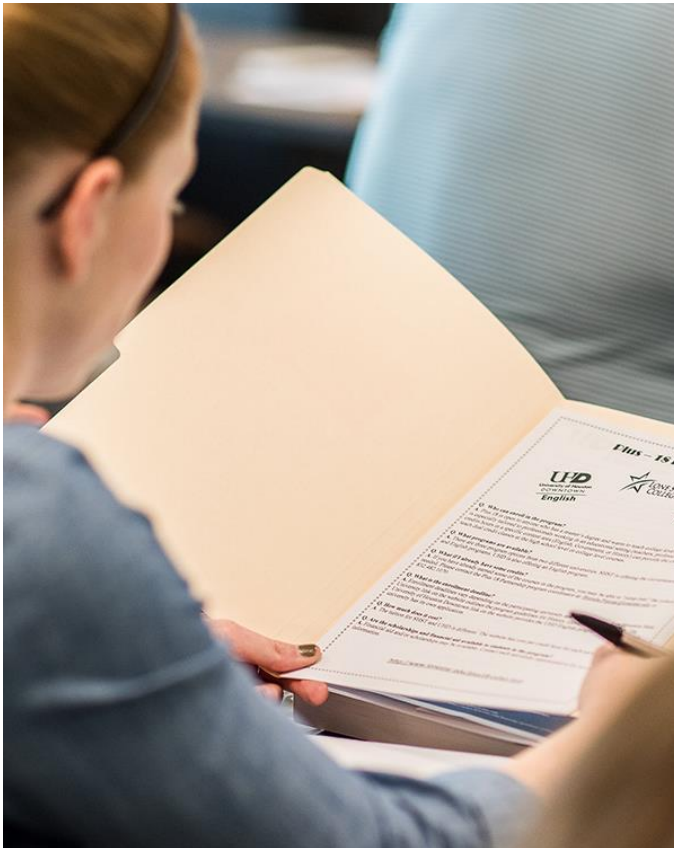
- The media acts as intermediaries between news sources (institutions, personalities, executives, corporations) and the community.
- Society needs to be kept informed of the actions of these people and institutions in order to form opinions.







# Being Careful



- **Journalists are journalists 24 hours a day. Be careful what you say in public places or after interviews.**
- **Avoid leaving documents open on your work desk.**
- **Be careful during informal conversations before and after interviews.**





# The Press Release



Office of Communications

Feb. 5, 2019  
FOR IMMEDIATE RELEASE  
PHOTO AND OUTLINE INCLUDED

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## Lone Star College receives grant to help address skilled workforce shortage

HOUSTON (Feb. 5, 2019) – Lone Star College has been awarded a \$968,537 grant from the Texas Workforce Commission to focus on the skilled workforce shortage. The grant will be used to help Daikin Industries train 415 current employees and hire an additional 115 employees.

"Lone Star College is one the leaders in workforce training and we understand the importance and impact our training has on the local economy," said Stephen C. Head, Ph.D., LSC chancellor. "This relationship with Daikin Industries is very important to us."

Daikin is the World's No. 1 air conditioning company and operates the Daikin Texas Technology Park, a major factory and office in Waller.

"The Texas Workforce Commission is working hard to invest in students to help fill these important jobs and put them on a solid career path," said Ruth Hughes, TWC, chair and Commissioner Representing Employers. "We are truly excited to support this program."

U.S. manufacturers like Daikin rely on Mechatronic Technicians who are trained to work with equipment integrating electronics, mechanics, pneumatics, hydraulics and computer controls. LSC students are taught the skills necessary to earn a [Mechatronics Pre-Apprentice Fast-track Certificate](#) which provides training that relates to the design of systems, devices and products aimed at achieving an optimal balance between basic mechanical structure and its overall control.

"It's been a wonderful relationship over the last two years," said Paul Long, Daikin Industries director Learning and Development. "We would not be where we are today without this collaboration."

The partnership takes place with [Lone Star Corporate College](#), which works with global corporations to provide customized training, open enrollment courses and professional seminars. It focuses on the energy, computer technology and advanced manufacturing sectors, but also provides training for retail, hospitality, school districts, health care organizations, nonprofits and many other industries.

"Lone Star College is one of the few colleges in America to have a Corporate College," said Head.

Notable attendees at the ceremony included Dr. Alton Smith, Lone Star College Board of Trustees chair; Dr. Seelapa Keshvala, LSC-CyFair president; Dr. Gerald Napoles, LSC-North Harris president; Chris DeVault, Goodman Manufacturing vice president Human Resources; Paul Long, Daikin Industries director Learning & Development; Terrance Lindsey, Daikin Industries; Kristi Pittman, Daikin Industries, vice president Human Resources; and Dr. Stephen Head, LSC chancellor.

The TWC projects Heating, Ventilation, Air Conditioning and Refrigeration (HVAC-R) jobs growing 28 percent from 2016 to 2020. The HVAC-R industry continues to experience increased demand from commercial construction projects and residential building in both urban and suburban areas of Texas. LSC also provides training that allows students to earn [an HVAC-R Associate of Applied Science Degree](#) to meet this growing demand.

### About Texas Workforce Commission

Texas Workforce Commission (TWC) is the state agency charged with overseeing and providing workforce development services to employers and job seekers of Texas. TWC

strengthens the Texas economy by providing the workforce development component of the governor's economic development strategy. Texas boasts an incredibly skilled workforce ready to attract enterprise to the Lone Star State. By focusing on the needs of employers, TWC gives Texas the competitive edge necessary to draw business here.

### About Daikin

Daikin is a leading innovator and worldwide provider of advanced, high-quality air conditioning and heating solutions for residential, commercial and industrial applications. With more than 90 years of operation, Daikin has sold millions of systems throughout 140 countries.

### About Lone Star College

Lone Star College offers high-quality, low-cost academic transfer and career training education to 99,000 students each semester. LSC is training tomorrow's workforce today and redefining the community college experience to support student success. Stephen C. Head, Ph.D., serves as chancellor of LSC, the largest institution of higher education in the Houston area with an annual economic impact of nearly \$3 billion. LSC consists of six colleges, 10 centers, two university centers, Lone Star Corporate College and LSC-Online. To learn more, visit [LoneStar.edu](http://LoneStar.edu).

###

Photo: LSC\_TWC\_Daikin



Outline: Lone Star College was awarded a \$968,537 grant from the Texas Workforce Commission to help train and hire employees for Daikin Industries. Pictured (left to right) are Chris DeVault, Goodman Manufacturing vice president Human Resources; Paul Long, Daikin Industries director Learning & Development; Terrance Lindsey, Daikin Industries; Kristi Pittman, Daikin Industries vice president Human Resources; Ruth Hughes, Texas Workforce Commission



# The Media Alert



Office of Communications

## LSC-Kingwood to host reopening celebration

- WHO:** Lone Star College-Kingwood
- WHAT:** Grand Reopening Celebration and Ribbon Cutting Ceremony
- WHEN:** Friday, Feb. 15, 2019, at 9 a.m.
- WHERE:** [LSC-Kingwood Main Stage Theatre](#)  
(Located in the Administration and Performing Arts Center (APA). Park in Lot G.
- WHY:** Media is invited to cover the LSC-Kingwood grand reopening celebration which celebrates the reopening of five buildings impacted by Hurricane Harvey.  
  
Dr. Steve Head, LSC chancellor; Dr. Katherine Persson, LSC-Kingwood president; a member of the faculty and staff; and a student will speak. A ribbon-cutting ceremony will immediately follow the program. Afterward, there will be campus tours of the renovated buildings.
- OTHER:** LSC-Kingwood sustained nearly \$60 million of damages due to Hurricane Harvey. In 15 months, the campus temporarily relocated academic programs; cleaned, gutted and renovated six buildings; and replaced thousands of destroyed equipment.  
  
LSC-Kingwood reopened five of the six impacted buildings Jan. 14. The Library will open in March.

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# Tips for a Good Interview

- Understand that the journalist's logic is the reverse of the technician's logic. The conclusion comes first, then the development and the introduction.
- Prepare yourself by getting information together, including statistics, charts and historical data.
- Choose and practice a few key messages.







# Tips for a Good Interview

- Do not repeat negative or alarmist expressions/questions. (A classic example was President Nixon saying “I am not a crook” which became the sound bite that stood out.)
- Stay in control of the interview, avoiding deviations from the main topic.
- Avoid speculation or hypothetical comments.





# Tips for a Good Interview



- Do not state personal opinions when being interviewed.
- Do not be influenced by the question. You don't have to answer a question to please a journalist. Be polite, but stay on point.
- Journalists always try to get a comment, even if the topic is not relevant to your activities. Stay in your lane.



# How to Talk on TV

- Focus on what you want to say and choose two or three key messages.
- Answer with short phrases.
- Do not get irritated with incorrect, impertinent questions, or repeated questions.
- Be careful with numbers.

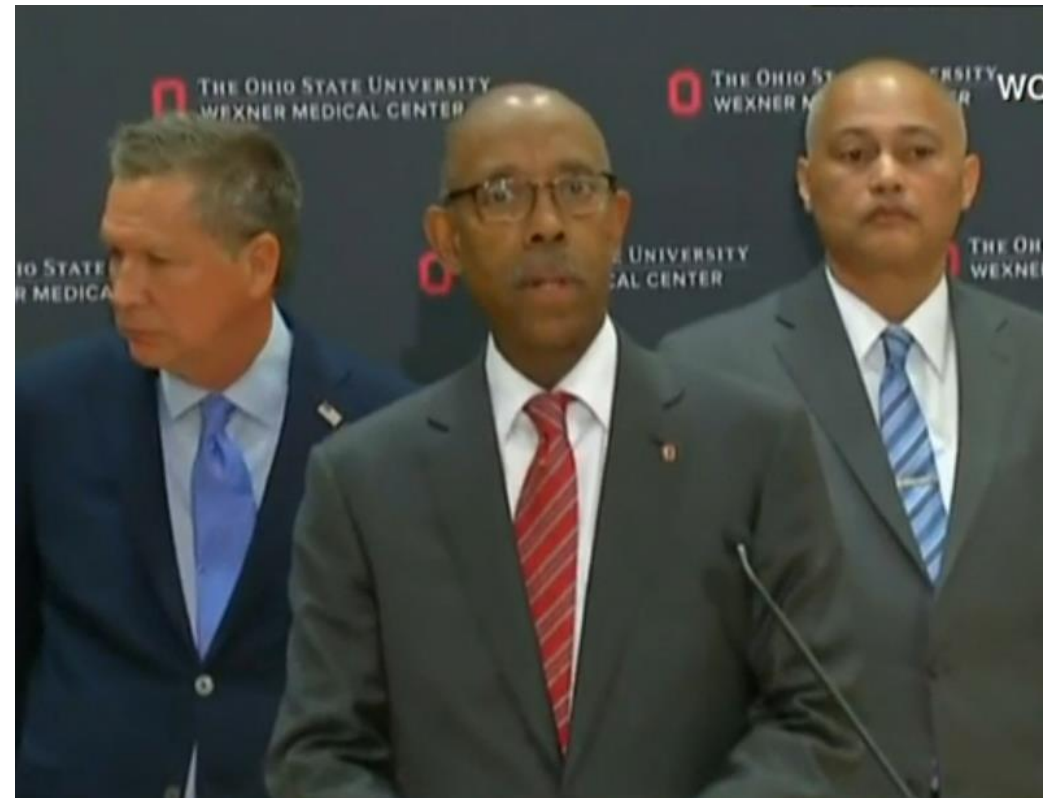




# How to Talk on TV

## Posture

- During individual interviews, look at the reporter, not the camera. At a press conference, look at all the TV broadcaster's cameras.
- Emphasize important ideas/themes with gestures.
- When standing, keep your arms relaxed and don't cross your arms.







# How to Talk on TV



## Clothing/Accessories

Wear clothing appropriate to your profession.

Avoid shirts with fine strips and check patterns.

Do not wear excessively bright clothing, or eye-catching accessories.



# Tips for Talking on the Radio

- Be informative, clear and concise. Keep your answers short.
- Ask the reporter/host if the interview is live, and can you stop and start over on a answer if you're not comfortable with it.
- Speak in terms people can understand, not in academia terms (i.e.: stackable credentials)





# Tips for Phone Interviews



- For telephone interviews, use fixed lines. Cell phones can have noise, interference and can drop.
- Telephone interviews can often feel like a conversation and not an interview. Stay focused on the conversation and don't be tempted to check your email or other distracting tasks during the interview.



# Tips for After the Interview



- Do not ask to read, or see the story before it's published.
- Do not suggest a title for the material.
- Do not mention that you are friends with the media company's senior managers and/or executives.



# This is what happens in an Internet Minute

## 2017 This Is What Happens In An Internet Minute



## 2019 This Is What Happens In An Internet Minute



# Journalism and Social Media

**Social Media has changed how journalists report...**

- **89% source stories from blogs**
- **65% use Facebook and LinkedIn for research**
- **61% rely on Wikipedia for information**
- **52% use Twitter**
- **52% of bloggers now consider themselves journalist**
- **91% of journalists believe social media and web technologies are enhancing journalism**





# Journalism and Social Media



KTRK TV  
2.21.2019 10 p.m.





# Crisis Communications

**Warning!!**



**P.R. Disaster  
Ahead**



# Events Happen at Warp Speed

**You only have to look to social media sites like Twitter and Instagram if you need an example of just how fast word can spread during a school incident...**

- **Harris County Sheriff Adrian Garcia reported a stabbing at a Houston area high school happened at 7:10 a.m.**
- **The first picture that showed a bright red fresh blood trail was tweeted at 7:11 a.m. by a high school student.**





# Why having a plan matters



By 10 a.m., emergency voice and text messages from ISD officials were sent to parents' cellphones explaining that a bloody fight had turned deadly.



# Why having a plan matters

**By lunch time, the students had streamed outside the campus in the sweltering heat toward the football stadium while anxious parents and loved ones swarmed the school to reconnect with their students.**







# Effective Communication Strategies





# Effective Communication Strategies



**OSU Emergency Mngmnt**  
**@OSU\_EMFP**

Buckeye Alert: Active Shooter on campus. Run Hide Fight. Watts Hall. 19th and College.

8:56am · 28 Nov 2016 ·



**OSU Emergency Mngmnt**  
**@OSU\_EMFP**

Buckeye Alert: Continue to shelter in place. Avoid area of College. More information to follow.

9:02am · 28 Nov 2016 ·



**OSU Emergency Mngmnt**  
**@OSU\_EMFP**

Buckeye Alert: Continue to shelter in place. Wait for Police officers directions. Please contact Police / 9-1-1 only if you have information

9:35am · 28 Nov 2016 ·



**OSU Emergency Mngmnt**  
**@OSU\_EMFP**

UPDATE 1/2 : Shelter in Place lifted. Scene is now secure. ALL classes are canceled on Columbus campus for the remainder of the day.

10:30am · 28 Nov 2016 ·



**OSU Emergency Mngmnt**  
**@OSU\_EMFP**

UPDATE: Police continue to process scene. Avoid area between College & Neil, Glenn & Woodruff. Lane Ave. Garage and SAS building remain close

11:27am · 28 Nov 2016 ·



**OSU Emergency Mngmnt**  
**@OSU\_EMFP**

UPDATE: All buildings EXCEPT Student Academic Services are open to retrieve personal items. 19th Ave still closed. Use 18th or Woodruff

2:09pm · 28 Nov 2016 ·



# Identify Key Constituents



- Local and state law enforcement agencies and emergency responders/key personnel
- Students, administration, faculty and staff
- Parents/Families of students
- Board of Trustees
- Governmental representatives (Mayor, State Representative, etc.)
- Media
- General public
- Foundation board of directors
- Alumni





# Develop Generic Talking Points

- Our thoughts and prayers are with those affected.
- Thank all law enforcement agencies and first responders for their quick response to the incident. “We truly appreciate their efforts”.





# Develop Generic Talking Points



- **Give a status update.**
  - Lockdown has been lifted
  - College location is closed
  - Determining when the college will re-open
- **Remind the audience they can get updates at:**
  - [LoneStar.edu](http://LoneStar.edu)
  - [Facebook.com/LoneStarCollege](https://Facebook.com/LoneStarCollege)
  - [Twitter.com/LoneStarCollege](https://Twitter.com/LoneStarCollege)

# Key Take Aways

## Have a plan(s)

- Internal Communications
- External Communications
- Closing the College
- Personal Injury Death Communications
- Have media kits/releases prepared before an event



# Key Take Aways



## Social Media

- Consider using a special hashtag (#LSCAlert)
- Take the lead role in the conversation
- Get the basics and get it out
- Don't try to tell the whole story in a single post
- Cancel all pre-scheduled social media posts

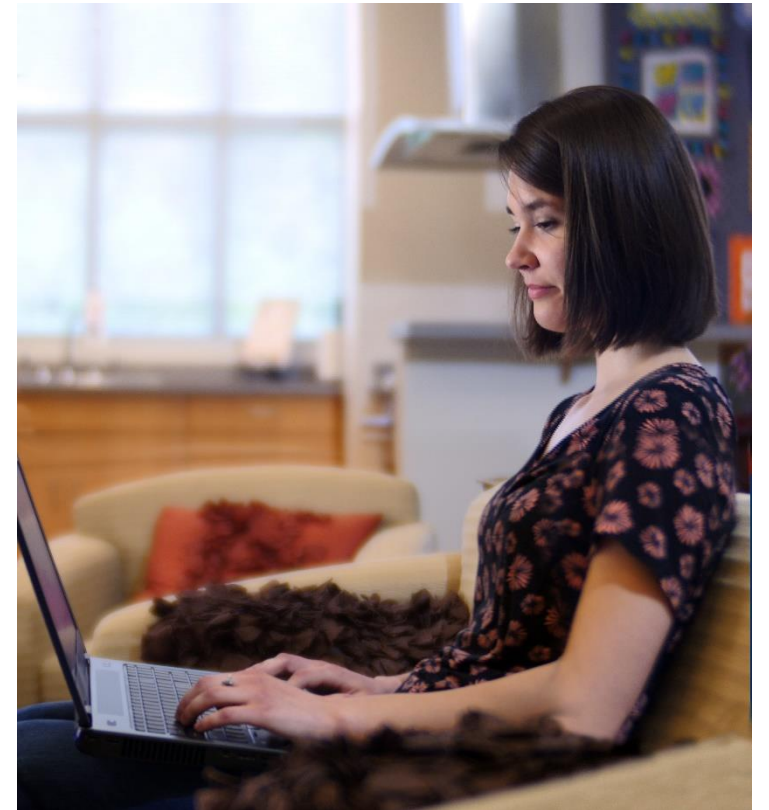




# What To Take Away

## Prepare for a high volume of phone calls

- Provide talking points for switchboard operator
- Update the switchboard greeting
- Create a call center if necessary





# Key Take Aways



## Create a Crisis Communications Check List

- **Situational Assessment (determine facts and begin delegating duties)**
- **Have prepared questions to devise appropriate responses**
- **Develop key messages**
- **Prepare statements/releases**



# Questions??

