



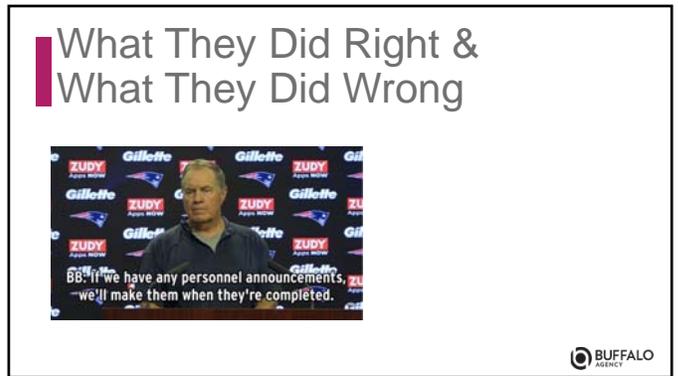
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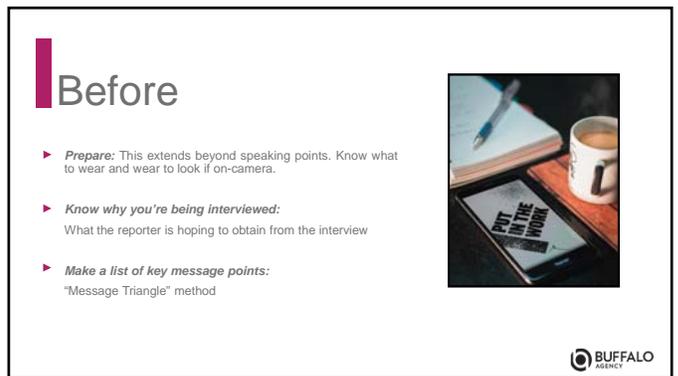
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# During

- ▶ **Strong quotes**
- ▶ **Be ready to go 'off-topic'**
- ▶ **Be concise:**  
Less is more as it creates a more efficient interview and allows a conversation to develop as opposed to a rigid Q&A




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# What They Did Right & What They Did Wrong




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# After

- ▶ **Thank your counterpart**
- ▶ **Make yourself readily available for follow up**




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# Interview Best Practices

## Do's

- ▶ State your message in a positive way
- ▶ Convey your message early and often
- ▶ Put your message in context
- ▶ Focus on the interviewer
- ▶ Remember you are providing the answers (controlling the narrative)




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# What They Did Right & What They Did Wrong




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# Interview Best Worst Practices

## Don'ts

- ▶ Get drawn into speculation
- ▶ Be at the mercy of the question
- ▶ Forget your audience
- ▶ Assume the media member knows industry terms
- ▶ Try to take on a different persona – be who you are!




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## What They Did Right & What They Did Wrong



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## Answering Questions Effectively

- ▶ Make a plan for the interview
- ▶ Ask the questions you want to answer
- ▶ Avoid technical answers
- ▶ Do not ask to approve the story before it is published
- ▶ Do not say "no comment"
- ▶ Have facts to back up your points



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## Get to Know the Media

- ▶ Do your homework on the outlet and individual interviewing you
- ▶ A **good story** is about something the audience decides is interesting or important
- ▶ A **great story** is made by the important news coupled with effective storytelling
- ▶ Tell your story with consideration to what will make this 'can't miss' for the reader/viewer
- ▶ A good story does more than inform or amplify, it **adds value** to the topic



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## Proactive > Reactive

- ▶ Media has a tendency to cover the "here and now"
- ▶ Communicating regularly with media means they are more apt to get your side of the story
- ▶ Making an effort to establish relationships with key players in your area will allow your voice to be heard.



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## Buffalo Media Relations Resources

- ▶ Ability to review media opportunity, gather sample questions and draft talking points
- ▶ Supply industry data, statistics and other thought leadership content
- ▶ Provide "Media Engagement Strategy" for enhanced professionalism and preparation
- ▶ Advocating on your behalf allows you to focus on maintaining your facility while ensuring your story is told



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## What They Did Right & What They Did Wrong



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## Crafting Storylines

- ▶ Tie into larger scale current events
- ▶ Think from the media's perspective: How can I provide content that will interest their audience?
- ▶ Have a plan: Map out your upcoming year or season – key events, unique happenings, community gatherings
- ▶ Offer a 'next step,' whether it is a tour of your facility, images of yourself and the field, make sure you give the media a reason to engage with you



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## Engage Your Own Communications Team

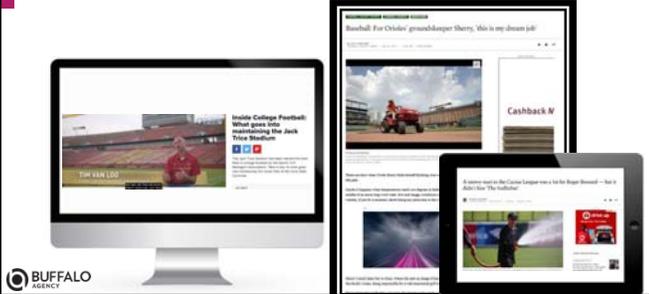
- ▶ Offer your boss and/or communications lead the chance to shadow you for a day
- ▶ Discuss publicity opportunities with your organization's media experts
- ▶ Prepare speaking points and participate in mock interviews
- ▶ Make your work and facility a priority for your communications team
- ▶ Seek opportunities that lend themselves to publicity – i.e. industry competitions and award nominations



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## Positive Media Results



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## What They Did Right & What They Did Wrong



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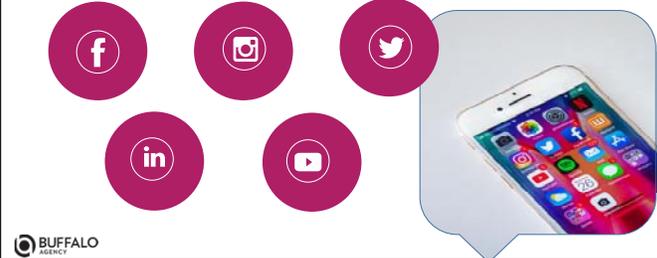
# Put the EXPERT in Field Expert



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## LEVERAGE YOUR SOCIAL MEDIA



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## Tap In to Your STMA Network

- ▶ STMA members are very active on social
- ▶ Great network to build your following and chime in on industry conversations
- ▶ Tag @FieldExperts and use #SportsTurf
- ▶ 2020 is all about member achievements!
- ▶ Craft your message and display your brand on your social channels

**Nick Fedewa**  
@NFedewaTurf · Jan 1

Thanks to the @Vol\_Football turf staff for coming down and helping paint their endzone. Love the @FieldExperts industry!  
pic.twitter.com/8suboMjhsb



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## Questions?

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#STMA2020

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