

# Media Awareness

May 2017

# 1 Introducing our local media

## Gloucestershire Live (Covers Gloucester Citizen, Gloucestershire Echo and Stroud Life)

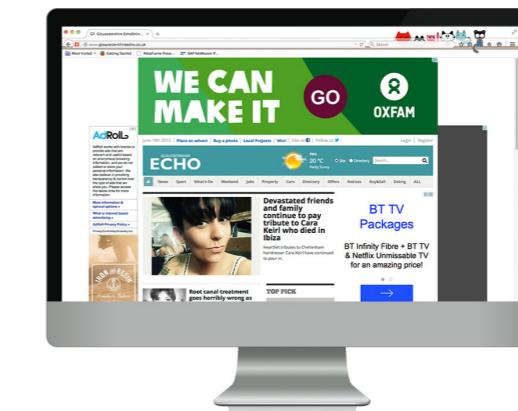
### The Citizen (Daily)



### Forest Citizen (weekly)



### Gloucestershire Live Online

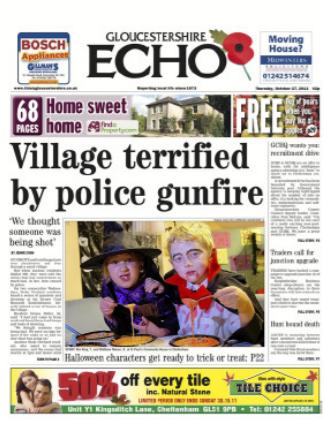


Daily unique visitors  
**Over 1 million**  
unique visitors accessed Gloucestershire Live in July 2016



### Gloucestershire Echo (Daily)

### Tewkesbury Echo (weekly)



### Stroud Life (Weekly)

### Stroud Life



### Facebook Live



**52K likes**  
across two pages  
(GlosLive and GlosLive what's on)



**The online world continues to put pressure on our deadlines**

Figures as of August 2016

# 1 Our weeklies

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**The Forester**



**Forest Review**



**Stroud News  
and Journal**



**Wilts and  
Glos Standard**



**Cotswold Journal**



**Gloucester Review**

*(free)*

**Cheltenham Standard**  
*(free)*



**Gloucester/  
Dursley Gazette**



# 2 Radio/Television

## BBC RADIO GLOUCESTERSHIRE



### BBC programmes

**Mark Cummings** in the morning

**Anna King** mid-morning(often works with reporter Manpreet Mellhi)

**Dominic Cotton** in the afternoon

**Nicky Price** mid-afternoon

Drivetime with **Steve Kitchen**



### Listeners

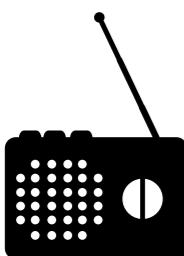
**79,900** per week

Figures taken between  
January 2016 to June 2016



### Demographic

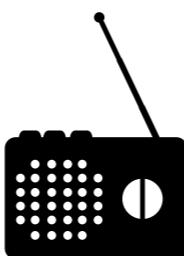
Typically believed to be  
people aged 50 and over



### The commercial station

**heart**  
more music variety  
Heart FM

**the breeze**  
on FM, DAB and online  
The Breeze



### The community station

**GFM**  
GLOUCESTER FM  
96.6  
Serving the Community  
GFM



### Television

**BBC**  
POINTS **WEST**

**BBC Points West**  
Steve Knibbs

**itv**

**ITV West**  
Ken Goodwin

<http://www.bbc.co.uk/news/england/gloucestershire>  
<http://www.itv.com/news/westcountry/>

# 3 Different types of news

## Proactive

Media release; Who? What?  
Where? When? How?

Media notes

Photo opportunities

Broadcast interviews

Events

Campaigns

Content (could be video) for social media pages

## Reactive

Media enquires - a no 'no comment' policy

Cabinet/council meetings

Reactive statements –  
prepared in advance or based on request

Taken from social media sites

# 4 Dealing with the media

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Councillors represent the views of the public and all councillors can comment on or communicate on any subject they choose at any time.

**Certain members of the council can speak on behalf of the council. They are:**

- the leader
- cabinet members
- chair (or vice chairs) of committees or task groups when speaking on committee or task group business.

Other members can also comment to the media, but they would be giving their own views and not those of the council officially.

Sometimes a member who does not have cabinet or committee responsibilities may act as spokesperson. For example, a local member can speak on behalf of the council in response to a local issue if they agree and it is deemed appropriate by the communications team, in discussion with the relevant cabinet member.

# 5 Dealing with the media

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## Print media - what do they look for and what do we need from you?

- Human interest
- A photograph to bring the story to life
- An interview to go into more depth
- Off the record chats (seek advice)

## What can you do to feel more confident about working with the media?

- If being quoted, request to have quotes read back to you
- If you feel you've been misquoted then contact the media team and we will follow this up

## Online media

- Supports print/radio/TV coverage
- Much faster turnaround

# 6 Radio/TV interviews

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## Preparing for a broadcast interview

We will ask the producer/reporter on your behalf:

- What's the name of the publication/program/show?
- Who is the interviewer?
- Who else is being interviewed?
- Subject
- Date and time
- Over-the-phone/in the studio?
- Live or pre-recorded? There are pros and cons to both
- Can we get a steer on the questions (NB. They don't have to and don't always supply this)
- But, we can anticipate the questions, and practice the answers
- Three message points

**Have a listen or watch the programme you will be interviewed on.**

# 7 The interview

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## The interview

- Arrive at the studio in plenty of time/be ready by the phone
- For over-the-phone interviews standing makes you sound more energised/don't use speakerphone
- Ask for a quick recap on what they want to talk about
- If you don't know the answer, be honest – don't make it up
- Try and stick to your three key points

## How to identify your three key messages

- The average soundbite is 10-20 seconds so keep your points short and concise
- From an half an hour interview they may only use around three minutes worth
- What facts or stats could you use to back up what you're saying?
- Do you have a personal experience to share?
- What is your call to action? Visit a website/call a number

# 7 The interview

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## Staying on track

- “What’s important here is”
- “The bottom line is”
- “The real issue is”
- “Let me explain something”
- “That’s a good question, but what is really important is...”
- “I’d like to make this point before I continue.”
- “Let me give you the latest information on...that is really interesting.”

## What makes a good interview?

- Talk from experience (remember you know your subject area better than the interviewer)
- Be yourself
- Avoid jargon
- Pause before answering - don’t rush through the interview
- Don’t interrupt or get into a debate/argument
- Don’t say more than you have to

# 7 The interview

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## Managing difficult questions

- Turn negatives into positives:

Interviewer: "I understand there is a shortage of foster carers to look after sibling groups or children with additional needs."

Interviewee: "This might be the case but actually the percentage of foster carers overall has increased and with a better understanding of what's involved we can change perceptions - the media can help us to do this..."

- Use your three key points to turn a question around
- Ultimately, cabinet members are responsible for accountability of the service

# 8 FAQs

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## **Will I get to see the story in print before it's published?**

It's unlikely this will happen.

## **What if I am misquoted?**

The media team can ask for a correction if something is factually incorrect.

## **Will my broadcast interview be pre-recorded?**

Breakfast news tend to prefer a live interview – it's likely many of your interviews will be for the softer programmes, where much of the interview content is pre-recorded.

## **What will I be asked?**

On occasions the media will give us a steer about what they would like to ask, but this isn't guaranteed. We can prepare by setting three key point messages and predicting the kind of questions you might be asked.