

# Extending research-based information through the news media

## Master Gardener Program Conference

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# Today's agenda

- Different types of news media
- How to prepare for an interview
- What to do during the interview



# When a reporter calls

## Ask

- When is the deadline?
- What is the story about?
- Who else will be interviewed?
- What will be asked?
- Live or taped interview?



# Preparing for the interview

- A story idea
- Your key messages

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_



# The medium is the message



- Television – visual, engaging, very brief
- Radio – sound, describe subjects with detail for mental image, brief
- Newspaper – more detailed, in-depth
- Internet/blogs/social media



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# Interview: What works? What doesn't?

Doing an on-camera interview:

<http://abc7.com/news/deadly-citrus-disease-detected-in-oc/1885842/>



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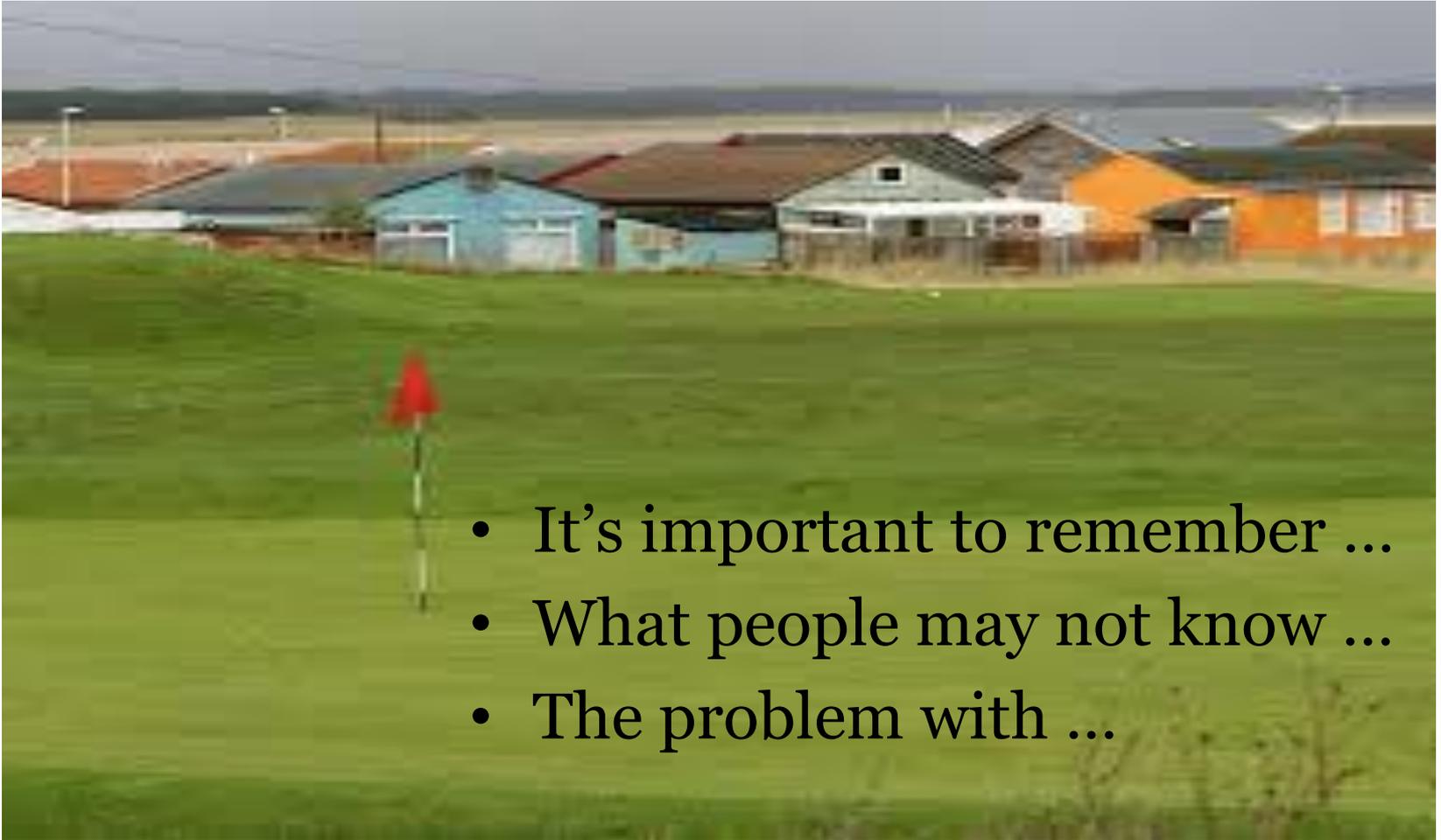
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# Make the messages memorable

- How does this affect your audience?
- Why should they care? – head, heart, health or wallet?
- Use “real life” anecdotes or examples
- Develop analogies or word pictures
  - “The Asian citrus psyllid carries the disease from an infected tree to another tree the way a mosquito carries blood from one victim to another.”



# “Flag” important points



- It's important to remember ...
- What people may not know ...
- The problem with ...



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# Turn key messages into soundbites

- Distill key points into 3 complete sentences
- Precise, concise and short
- Practice saying them aloud



# Work message points into the interview verbatim

- UC Master Gardeners extend research-based information on plants, pest management and sustainable gardening to Californians.
- To learn more about controlling garden pests, go to our website [mg.ucanr.edu](http://mg.ucanr.edu).



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# Prepare visuals

- Set up demonstrations
- Prepare samples
- Offer simple, clear graphics and photos



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# What to wear

- UC Cooperative Extension or Master Gardener logo
- Apparel appropriate for setting
- Solid colors for TV studio interviews
- Simple jewelry and accessories



**Missy Gable**  
Director, UC Master Gardener Program



# Keep in mind

- Everything is “on-the-record”
- Appearance is as important as what you say
- Time is limited. Get your message out early
- State that you are with UC Master Gardener Program (credibility)



# Let's practice

- Who are you?
- What's your message?
- How can I get more information?



# During the interview

- If you need a question clarified, ask
- If you misspeak, start over  
Say something like, “What I mean is...” or  
“In other words...”
- Give examples to illustrate a point
- Use simple language - Whole words rather than  
acronyms – MGP, UCCE, etc.



# During the interview

- Be specific
- Speak in complete sentences
- Restate your message so it's clear what is important



# Using your “bridge” during the interview

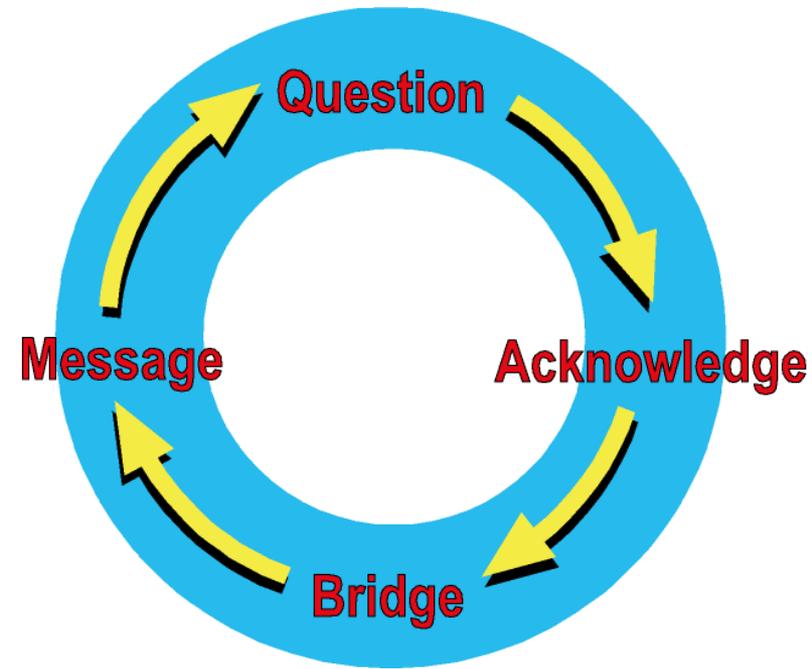
Answer briefly, then bridge to your point:

“Yes, and years of research show . . .”

“True, however . . .”

“Actually what happens . . .”

“That’s outside my area of expertise, but what I can tell you is ...”



# The end of the interview

- Give background info – brochure, etc.
- Invite the reporter to call back for more information or to clarify points.
- Let him or her know:
  - When you will be available
  - Your cell phone number
- Give reporter your business card



# Establish yourself as a source

- Knowledgeable
- Credible
- Approachable



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# #WeAreUCANR



<http://ucanr.edu/WeareUCANR>

From more bountiful berries to safer food to cleaner water, #UCANR turns science into solutions. #WeAreUCANR

Follow us on Twitter [@ucanr](https://twitter.com/ucanr)

and on Facebook

<https://facebook.com/ucanr>

## Public relations resources

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### [ANR core communications messages](#)

All ANR communications outreach (press releases, articles, blogs, social media, collateral, etc.) should be designed to communicate ANR core messages to key audiences.

### [UC at a Glance 2016](#)

A two-page handout of UC statistics.

### [Online news-writing style guide](#)

A guide for writing ANR news releases using style preferred by most editors. Use it to avoid distracting readers with capitalization, punctuation, spelling and grammar errors, and to provide consistency among releases going to the press from ANR.

### [Acronym directory](#)

More than 100 acronyms, their meanings and descriptions.

### [Event news release template](#) (MS Word file)

Template for writing an event announcement news release.



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# Thank you! ¡Gracias!

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