

NOVEMBER 2019



MEDIA TRAINING

INMAR IS A MULTI-MILLION DOLLAR COMPANY. AND WE NEED TO PROTECT OUR BRAND.

If you receive a call, email or talk to a reporter, the first thing you should do is alert Corporate Marketing / Communications.

- Pass to us the background, contact information and we will take care of contacting them through Shift Communications
- Assess the opportunity
- Gather the questions & identify the best person for the interview
- Set up the call and handle any follow up

HOLLY PAVLIKA

SVP, Corporate Marketing

SHARON JOYNER-PAYNE

EVP, Communication

DAN BRENNAN

VP, Shift Communications

SHANNON HANNINGTON

Sr. Corporate Communications Manager



Strategic council around announcements, campaigns and external communications.

- Helps with creative storyline development.
- Drafts general news announcements/conducts outreach.
- Actively pitches proactive ideas based on industry trends.
- Writes contributed content occasionally.
- Leverages proprietary data points.
- Identifies rapid responses to inbound press inquiries.
- Syndicates our infographics.

PUBLICATION	AUDIENCE	REQUIREMENTS
AdAge	Decision makers and disruptors across marketing and media landscape	<ul style="list-style-type: none"> • Known Brand Mentions • Customer Quotes • Quantifiable Data / Results
AdExchanger	Marketers, Agencies, Publishers, Data Providers, Ad & Marketing Tech Companies, Analysts, Investors	<ul style="list-style-type: none"> • Known Customer Quotes • Quantifiable Data / Results
Adweek	Marketing, Media, Advertising Professionals	<ul style="list-style-type: none"> • Appreciates Exclusives • Quantifiable Data / Results
MediaPost	Marketing, Media, Advertising Professionals	<ul style="list-style-type: none"> • Relevant News
Marketing Land / MarTech Today	Digital Marketers	<ul style="list-style-type: none"> • Known Brand Mentions • Quantifiable Data / Results
eMarketer	Agencies, Media Companies, Brands in all Sectors	<ul style="list-style-type: none"> • Quantifiable Data / Results



**TODAY'S REPORTERS
WILL CONTACT
YOU DIRECTLY
VIA PHONE, EMAIL
OR SOCIAL MEDIA**

- Doing more with less
- Compressed news cycle
- Sourcing stories online
- Increased competition



The New York Times

USA TODAY

BuzzFeed

THE WALL STREET JOURNAL

FORTUNE

STAT

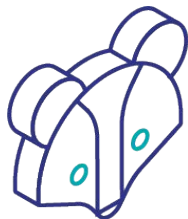
npr

CNN



QUIET

Awkward silence is their weapon of choice



HARD-NOSED

They'll badger you till you spill the beans



BFF

Adept at lulling interviewees into a false sense of comfort



LAZY

Prone to misquotes and not fact checking

- Usable information
- Understanding their priorities and needs
- Responsiveness
- Articulate and focused spokespeople
- Transparency and honest
- Communications...
in good times and bad





IN PERSON (DESK SIDE)

Build rapport with reporters

Sit forward, make eye contact, smile, appear interested and be enthusiastic



PHONE AND RADIO

our voice speaks volumes

Keep your answers short, speak visually and be animated



TELEVISION

80% is not what you say, but how you say it

Wear a dark/medium colored shirt or jacket

Lean forward toward the camera (but don't look directly into the camera)

EVERYTHING!



**KNOW THE
REPORTER**



**THINK
MULTIMEDIA**



**THE STORY
NEVER ENDS**



**DEADLINES,
NOW MORE
THAN EVER**

- To deliver key messages
- Keep your ego out of it
- Be clear, concise and consistent
- Check on “No publicity” clauses that may (and usually do) exist in our client and/or vendor agreements that prevent us from discussing our relationship either altogether or without significant strings attached.
- Steer clear of divulging anything that could be considered confidential information of a client / vendor in any discussions even if otherwise permissible to discuss.



WHO IS APPROVED TO SPEAK TO THE MEDIA



- Executive Leadership Team
- Shannon Hanington
- Holly Pavlika
- Jim Hertel
- Jon Hauptman
- Craig Rosenblum
- Paul Weitzel
- Ali Mirian
- Amy Callahan
- Ryan Halper
- Lari Harding
- Brooke Smith
- Jay Habegger
- Darren Coleman
- Chris Smith

WORKING WITH MEDIA



Make sure the reporter gets the company name and descriptor correct before getting off the phone.

We have acquired many companies. It's important that we help provide clarity as to the company you work for. Not many reporters will ask, "What kind of company is Inmar?" **Be ready to describe the company in two sentences.**

Inmar is a data-driven technology company. We create insights and turn them into actions — to help brands, retailers and healthcare providers do more, save more, connect more and earn more... in the face of changing markets and consumer behaviors.

Remember reporters are not your friends

Anything you say or email to them, a reporter will feel is on the record.

Reporters are digging for a story. Based on the amount of content published the more controversial the better for click-through rates. Some will probe and probe and probe.

More and more we are running into young, inexperienced reporters who can be dangerous.

Not all reporter opportunities are worthwhile

Just because a reporter reaches out to us, doesn't mean the opportunity fits our brand or is worth the time.

Some opportunities are pay-to-play even though the initial outreach may seem like it's free.

Some requests are topics we don't want to partake in answering.

It's perfectly okay to decline a reporter request.

Never state or email any client name to a reporter without written permission from the client.

Publications like brand names in articles, but we must have permission.

Brands do not like companies borrowing their brand equity.

The landscape is very competitive and many brands don't want competitors to know who they are working with.

Things we don't do. Bad mouth competition. Never share financials...

Speak like a reporter thinks

(First, the headline. Then the supporting points.)

"We're transforming the way people engage with the world around them"

1. Proof point
2. Proof point
3. Then, tell a story

Block and bridge

Block by acknowledging and briefly answering a question -
Then bridge to the key message you want to deliver

Don't ignore or evade the question

If asked about a problem,
talk about a solution

BLOCKING AND BRIDGING PHRASES

"That's interesting, however, ..."

"Well, what's important to remember is ..."

"That's an important point because..."

"Another way of thinking about this is..."

"That speaks to a bigger point..."

"That reminds me..."

"Before we get off that topic, let me add..."

"That's an interesting question, let me remind you though..."

"While X is certainly important, we can't forget Y..."

Verbal and non-verbal delivery

Volume

Articulation

Rate

Inflection

Enthusiasm

Determined Pauses

Eye Contact

Dress

Gestures

Energy

Stance

08. Stand up when being interviewed.

It will give you more energy. Having energy during an interview is important.

09. Try and keep answers short and to the point.

Some reporters record interviews. Others don't. You want your commentary to be easy to remember.

10. Develop sizzling sound bites they can't resist.

The goal is to get the reporter to write the story or include us in a broader piece. Pithy points will get traction.

11. Write your answers out and memorize key points.

Some reporters record interviews. Others don't. You want your commentary to be easy to remember.

12. It's important to stay on message.

Talking to reporters can be nerve wracking. To help make sure we get the coverage, it's important to steer yourself or the reporter back on topic.

13. Speak slowly. Never speak to fill the space.

You don't have to talk, talk, talk. Answer the question and let the reporter ask the next question.

14. It's okay to say you don't know the answer.

Even if the reporter has sent questions in advance there might be new queries. It's better to say you don't know the answer then give a made up response.

15. Offer background help or availability for follow up.

Some reporters record interviews. Others don't. You want your commentary to be easy to remember.

16. Have data points on hand for your answers.

Reporters like data points that back up your talking points. If you reference third party data, the reporter might want us to send the link.

17. Don't ask if you can preview the story.

Reporters will rarely allow you to see the article before it publishes.

18. Avoid acronyms and industry jargon.

We use tons of acronyms in our business. Try and avoid using them during interviews with reporters.

19. Thank the reporter. Reiterate next steps.

Personalize your interview by thanking the reporter by name. If we have follow up, recap the items.



01. Things will be tough in the short-term
02. You need to communicate immediately
03. If you don't talk, others will
04. Saying "no comment" is the same as saying "we're guilty"
05. Your response needs to be about the situation and the injured party
06. Facts are not enough
07. Get it all out

Speak sooner than later if you think there is a crisis brewing so we can get ahead of it.

- Keep your ear to the ground on customer trends.
- During the sales or campaign process, ask about PR involvement. (Client willingness to share results, case studies or be quoted)
- Share interesting facts and data points.
- Contact and flag ideas with Marketing.





QUESTIONS?

HOLLY PAVLIKA

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THANK YOU!

