

# FAKE NEWS DAILY

Misleading headline



## No More Fake News

Getting positive coverage in local news outlets

Beth Meyer

American Dairy Association North East

Do any of these headlines look familiar?

Horrific videos of cows being beaten and burned lead to jail for 2 dairy workers

# The Weekly Challenger

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Featured Healthy Living Naturally

## Why dairy is bad for your health

February 21, 2019



The New York Times

OP-ED CONTRIBUTORS

## Health Leaders Must Focus on the Threats From Factory Farms

By Scott Weathers, Sophie Hermanns and Mark Bittman

May 21, 2017



OPINION

DAILY NEWS

This little piggie was saved, but millions are killed on factory farms every year: Why do we consider them food, not friends



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- Controversy
- Cool Stuff
- Good vs. Evil
- Something Unexpected

What makes news?





What do reporters want?

- Good Visuals
- Good Sound
- Good Story!



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# Things to know about reporters

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- Generalists - most of them know next to nothing about your business
- Deadlines and headlines (fill time and space)
- Accept nothing at face value “You say your mother loves you? Check it out!”
- Most errors caused by sloppiness, not malice
- Very similar to real people



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## Beth's Motto: Never Refuse An Interview

- The media's role is to inform the public, which will be done with or without your assistance.
- Work with the media to ensure that the information they are providing the public is as accurate and enlightening as possible
- Decisions are made by those who show up – if you're not part of the solution (telling your farm story), you don't get to complain about those who do!

Know your audience



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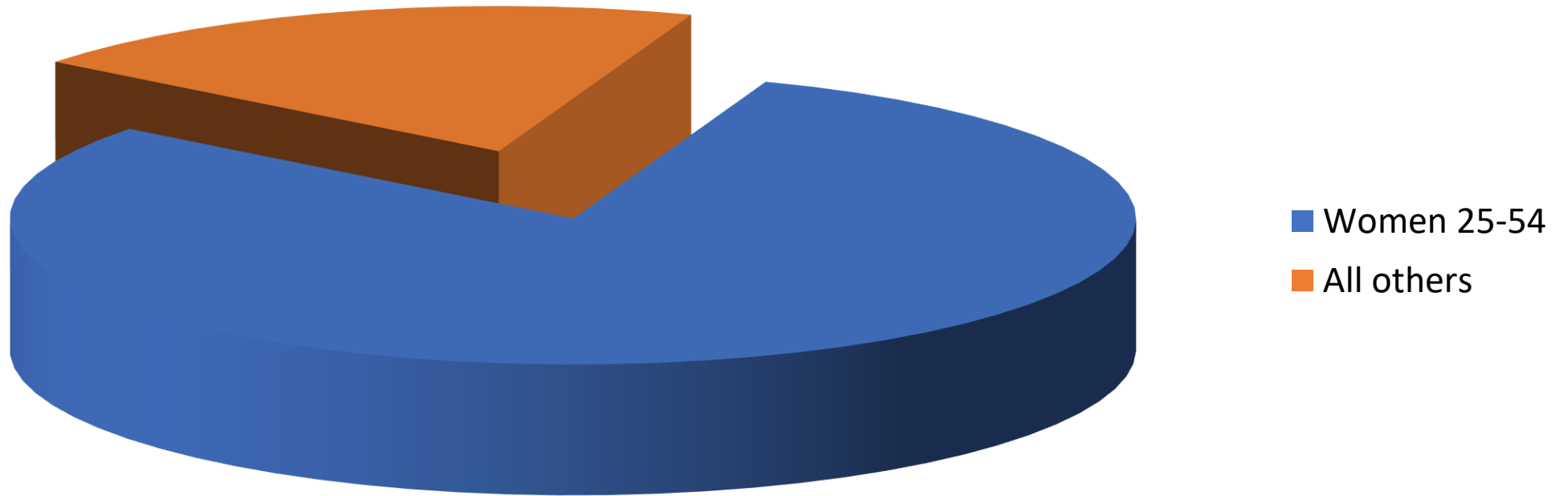
# Lucy in Liverpool

- Lucy
- Age: 37
- Residence: Homeowner, Village of Liverpool
- Occupation/Education: Part-time clerk at pharmacy, Associates Degree from OCC in Dental Hygiene, Henninger HS
- Husband: Bob, 39, 17 year veteran at NPG, CNS HS Graduate
- Son: Jacob 15, Sophomore at Liverpool HS  
Activities: Field Band, Bowling, Scouts
- Daughter: Ashley 11, Chestnut Hill MS  
Activities: Soccer, Track, Lacrosse



# Why do TV people LOVE Lucy?

## Who controls household spending?



...and i should care,  
why?

WSIC or WIIFM?

Take it back to the consumer



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# Translate into Values - Based Messages

- ***Don't lead with Science***
- **We've long accepted our ethical obligation**
- **Show and tell what you do**
  - Provide on-farm examples
  - Translate values into measurable action
- **Tell how we know this is effective**
  - Use science as validation/verification
  - Not moral justification
- **It also makes business sense**
  - Use supporting business information



# Let's talk about jargon...

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What are some words you use that people outside the industry may not understand?

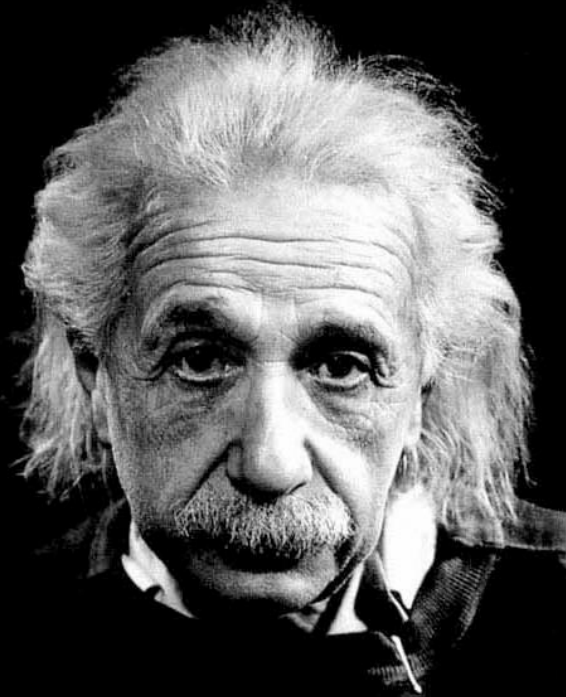
- Heifer?
- Fresh cow?
- TMR?
- CAFO?
- Hundredweight?

What can you use instead?



“Everything should be made  
as simple as possible,  
but not simpler.”

Albert Einstein



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# TAKING CONTROL



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# Talking Points

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- What are they?
- Why are they important?
- How do I improve?
- In “Your Voice”



# Key Message

- A *key message* is the number one thing you want your audience to remember or do. A *key message* is the number one thing you want your audience to remember
- Or, if you only give a reporter *so much*, they only have *so much* to work with



What should I  
ask the  
reporter?

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# Always be prepared

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Anticipate the difficult question-  
and be ready to answer it



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**BEFORE I DO  
ANYTHING**

**I ASK MYSELF  
"WOULD AN IDIOT DO THAT?"  
AND IF THE ANSWER IS YES,  
I DO NOT DO THAT THING**

**- DWIGHT SCHRUTE**



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Location,  
location

- Finding the perfect place to do the interview
  - Lighting
  - Sound
  - Props



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# On Camera

- Where to look?
- What to wear?
- Sit/Stand?
- Radio 'posture'



# Third Party Advocate

- PR Rule #1: if you can get someone else to tell your story, sign them up today
- Stories which are customer led, whether it's a speech, an advertisement, a case study or a blog, ooze credibility.

A white rectangular paper sign is hanging from a grey brick wall by two black binder clips. The sign features handwritten text in black ink. The text is arranged in four lines: 'Find' on the first line, 'YOUR Tribe,' on the second line, 'Love' on the third line, and 'THEM Hard' on the fourth line. The word 'THEM' is written in a smaller font size and is positioned between 'Love' and 'Hard'.

Find  
YOUR Tribe,  
Love  
THEM  
Hard



# The Dreaded Interview

- **Flagging:** alerts your listeners to what you consider most important.
- **Hooking:** gets the interviewer to follow-up
- **Bridging:** move from an area that you don't want to discuss and get the conversation back to your message.





- Body language – don't nod your head when you disagree
- Never argue with the reporter
- Keep calm and talk slowly
- Avoid “you”; talk about “it”
- Never repeat their negative language
- Model the behavior you would like to see
- Don't lose sight of your audience
- Stick to your message!

# Handling Hostile Questions



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YOUR MILK COMES  
FROM A GOOD PLACE

# Tips for Successful Interviews

- Buy yourself some time
  - “I’ll call you back in ten minutes”
- Practice talking in 15-20 second sound bites
- Picture the perfect headline (key messages)
  - Say it early, say it often
- Say “I don’t know...but I can find out for you” (and do)
- Anticipate difficult questions and create answers
- Nothing is off the record
- Remember the Rule of 3’s
- Have something to say when reporter asks “Anything else you’d like to add?”
- It ain’t over til it’s over
- Review what worked, and what didn’t



# When They Arrive

- Don't let them out of your sight!
- Be helpful, but not obtrusive
- Remember, TV is a visual medium
- Don't be surprised at how little the reporter may know about ag
- Standout: have a printed handout
- You call the shots!



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**OFF THE RECORD**

What about  
“No  
comment”

**NO COMMENT**



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Is there  
anything else  
you'd like to  
add?

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WHO LIVES  
WHO DIES  
WHO TELLS  
YOUR  
STORY



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# You Can Do It!

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