

Managing the media

How to make friends and
influence reporters

Making friends

- The problem with getting to know people is you might start to like them

What is news?

- The two I's – interesting and important.

The four knows

- Know your media.
- Know your journalists
- Know your story
- Know how to take no for an answer

Words journalists live by

- If your mother says she loves you, check it out.
- We afflict the comfortable and comfort the afflicted.

The stories reporters like to tell

- The good, the bad and the downtrodden.
- The two I's – interesting and important.
- The urban – not the suburban.
- The exclusive.

Getting to know us

- More liberal, more educated and more affluent than the average Minnesotan.
- Introverted to a fault and uncomfortable with human interaction.
- Less connected with faith and community institutions than most folks.

Who are we – really?

- We are much like you – people who decided they would rather make a difference than make a million.
- Teachers who have a big classroom and no principal.
- Powerful friends or powerful enemies.