



WHY WORK WITH R-COMM

MASTER YOUR MEDIA INTERVIEWS

About Why Preparing Work With Us

RUTGERS School of Public Health
Incoming Dean Discusses Initiatives To Better
Serve LGBTQ Community

CELEBRATING 50 YEARS OF "TITLE IX"

PIX®
737 84

don't Rd and Eugene Blvd I-95 Cross Bronx Expwy S/B: Crash near Exit 10 I-67 PIX® I-78 EB

One-on-One
Steve
Aduvato

Spotlight
News

DR. SHUBHA SWAMINATHAN
Associate Professor | Department of Medicine | New Jersey Medical School

LIVE NOW RUTGERS UNIVERSITY | PROFESSOR, RESEARCH DIVISION

FORMS 84° SUNSHINE AUSTIN PARTLY CLOUDY 80° SUNSHINE CHICAGO PARTLY WEATHER

US Edition
• Live Now Markets Technology Politics Wealth Pursuits Opinion Businessweek Equality Green

Bloomberg Quicktake

Bloomberg Quicktake

September 17th, 2021 10:40 PM EDT

How Gen Z is Learning
Through the Covid-19
Pandemic

A conversation with Mark Beaul, Rutgers professor and Gen Z expert on
Gen Z's entrepreneurial spirit, their desire to collaborate with others and
their focus on doing good as the purpose generation. Also.

Anne Nielson
Professor, Rutgers University

02
Channel 2

WEDNESDAY, SEP 22ND, 10:45 AM WEDNESDAY, SEP 22ND, 10:45 AM

82° 10:45 AM

RUTGERS **COMMUNICATIONS AND** **MARKETING (R-COMM)**

MEDIA RELATIONS

R-Comm is the communications office for Rutgers–New Brunswick and Rutgers Biomedical and Health Sciences. Our goal is to enhance Rutgers’ reputation as a leading national research university and academic health care system.



R-Comm



WHAT WE **DO?**

STRATEGIC MARKETING

We provide a variety of external and internal communications services, including media relations, which provides information to the public through the news media in a timely, accurate and thorough manner.

Media relations includes proactively promoting faculty research, administrative initiatives, student accomplishments and more; responding to media queries; connecting journalists with university experts; managing issues/crisis communications; and helping RU-NB and RBHS communicators to promote their schools and centers.



R-Comm



PROMOTING **YOUR WORK** **AND EXPERTISE**



Media
Outreach



Brand
Strategy



Marketing



Digital Strategy
(Web and Social)



Community
Affairs



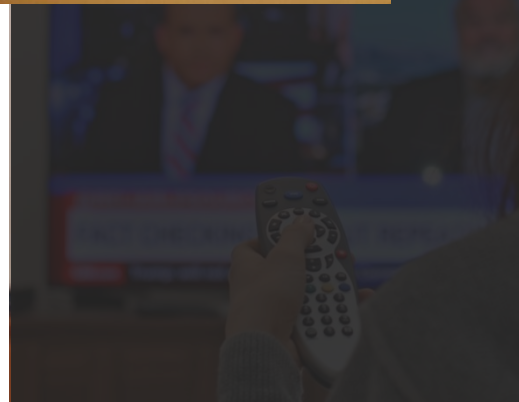
Broadcast
Studios

BENEFITS OF **SPEAKING** **WITH THE MEDIA**

Media will engage the public in your research, which can create opportunities that advance your career as well as promote your department, school or center and Rutgers.

SECURE NEW FUNDING/FULFILL FUNDING REQUIREMENTS

Publicity helps secure future grant funding. The fact that your research has received national attention helps when you apply for the next grant. Funding trends show that researchers are increasingly being asked to have plans for public engagement in funded research. A growing number of funding agencies are rewarding (if not expecting) academics to interact with members of the media.

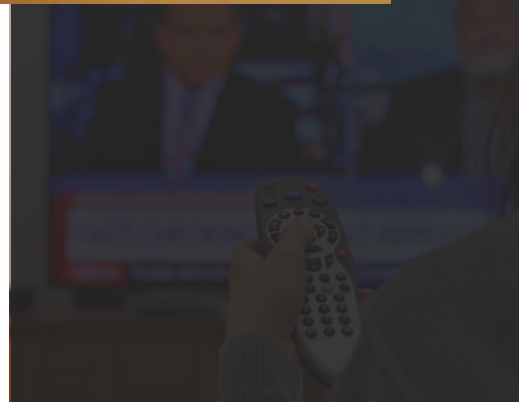


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REACH NEW FUNDING AUDIENCES

As Federal funding becomes more challenging to secure, media exposure can reach new potential funders, including private individuals. News coverage can also be seen by policymakers and legislators.

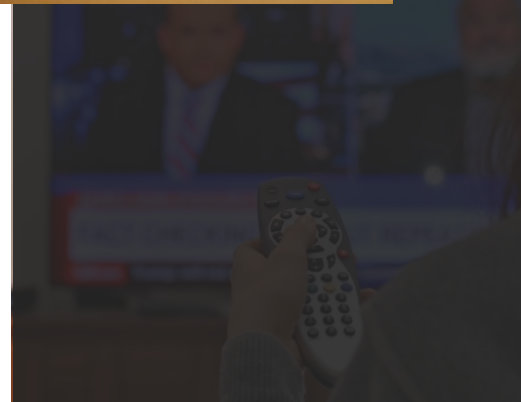


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INCREASE CITATIONS

Media exposure brings your research to new audiences, including those in the scientific community, which might cite your studies in new research.

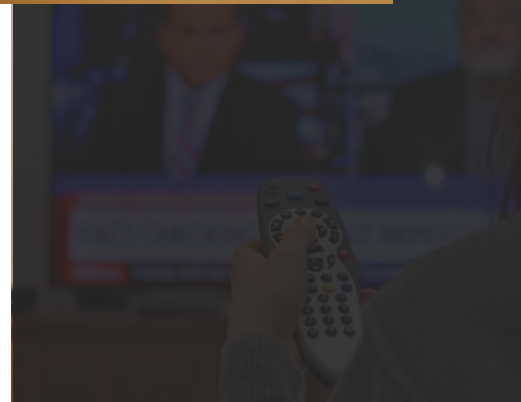


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DISCOVER NEW COLLABORATORS

Media exposure broadens the audience for your research beyond other researchers in specific scientific communities and can serve as a conduit for future collaborations and partnerships.

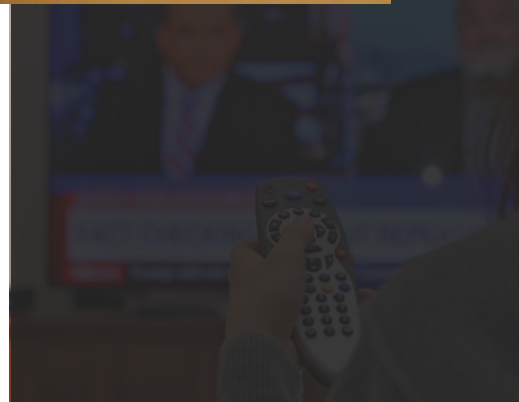


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GAIN PUBLIC SUPPORT

The more scientifically aware citizens are, the more support there will be for research. News coverage can help reach the intended audiences of your research and targeted populations.

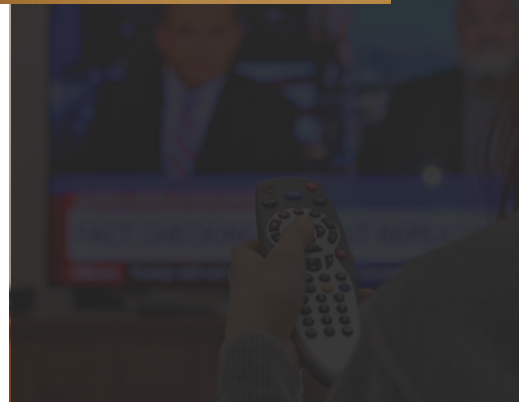


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ADVANCE YOUR CAREER

Media clips can elevate your c.v. and position you as the expert you are in your field. Media exposure will make you stand out from your peers.

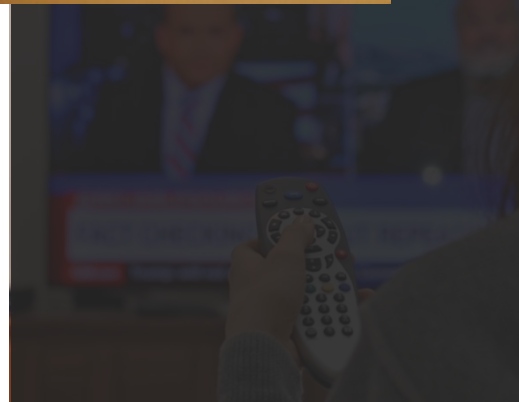


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CREATE CONTENT

Media clips can provide interesting content for your website, lab website and/or your social media platforms.

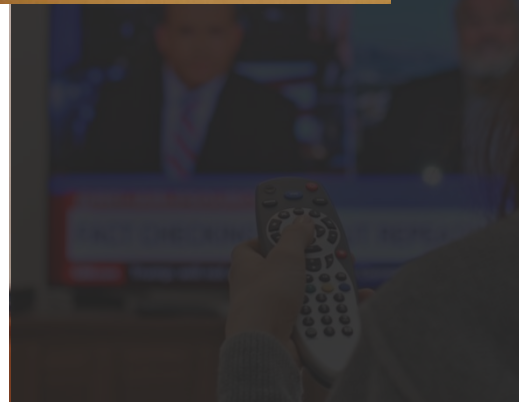


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RAISE THE PRESTIGE OF INSTITUTION

Media exposure on research positions your departments, schools/centers and Rutgers as a vibrant research community, helping to attract faculty and aiding in student recruitment.

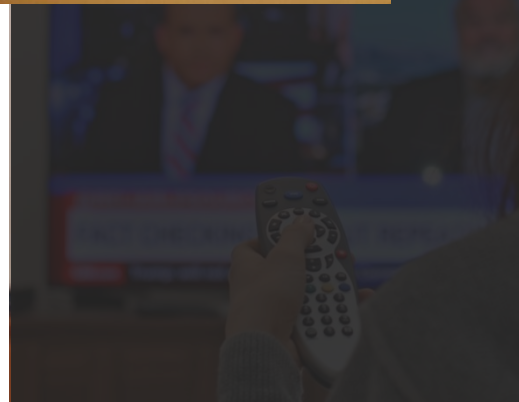


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PRACTICE COMMUNICATION SKILLS

Talking to the media will help hone your skills in speaking about your research in any situation

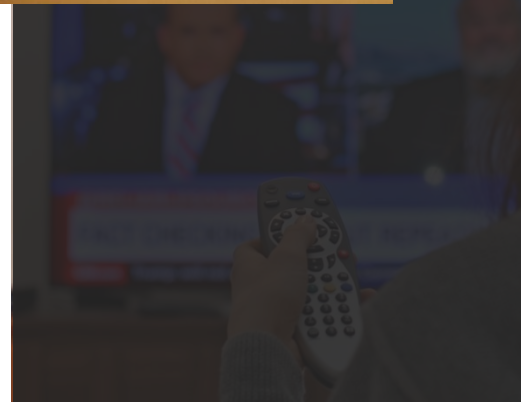


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FIGHT MISINFORMATION

Media allows you present real facts about your area of research to combat miscommunication and fake news.



HOW R-COMM PROMOTES FACULTY RESEARCH

LEVERAGE EARNED, OWNED & SHARED MEDIA

EARNED



Why Breakthrough COVID-19 Infections Don't Mean the Vaccine isn't Working ABC News interviewed Shobha Swaminathan (NJMS).



Is It Safe to Exercise if the Air Is Hazy With Wildfire Smoke? *The New York Times* quoted Robert Laumbach (EOHSI).



Speed, Red-Light Cameras Could Reduce Racial Disparity in Police Stops, Study Says WHYY/NPR interviewed Kelcie Ralph (Bloustein).



Why Social and Emotional Learning is Important for Kids CNN interviewed Maurice Elias (SAS).

SHARED

Social Media, OpEd Packages with The Star-Ledger

OWNED

External Audiences: Rutgers Today (website and newsletter), Rutgers Magazine, Rutgers.edu, RutgersHealth.org, academichealth.rutgers.edu

Internal Audiences: The Current

Empty shelves? Staffing shortages related to Omicron still impacting grocery shelves

Jan 24, 2022, 12:11pm • Updated on Jan 24, 2022

By: News 12 Staff



PROMOTING FACULTY EXPERTISE

If a story breaks in the news and you can comment or provide expert analysis, please let us know.

We can share your bio, past research, an example quote that can be used in a story and other information with the media. We look for opportunities to remind reporters you are available for interviews about certain topics.

This is both a reactive and proactive tactic.



UNDERSTANDING **TALKING POINTS**

Prepare 2-3 talking points that convey in simple terms the key message you want the reporter — and, more importantly, your audience — to come away with.

Prepare **a sound bite that summarizes** your main message.

Speak plainly and concisely. How would you discuss your work with a friend or a neighbor? Use short, declarative sentences and real terms, specifics and anecdotes that people can relate to, not jargon, abstractions and technical data.

Practice your talking points and sound bite out loud. Use your smartphone to **get accustomed to seeing and hearing yourself** on video/audio.

If the interview involves your new research findings, **be prepared to answer three questions** in a few simple sentences: What did you study? What are your major findings? Why does it matter?

A conversation with Mark Beal, Rutgers professor, about Gen Z's entrepreneurial spirit, their desire to collaborate, and their focus on doing good as the purpose generation.

THE INTERVIEW

Listen carefully and sound conversational, but an interview isn't a conversation.

It's an opportunity to deliver your key messages.

Be polite, friendly, genuine.

Reporters may have a preconceived idea of the story, but don't ask them "What's your angle?" Rather, you can ask: "Can you tell me more about the story you're working on?" Also, ask who else they're interviewing.

Stick to your talking/message points and what you know. The reporter probably won't ask the "perfect question" for you to deliver your talking points, so find the opportunity to do it.



THE INTERVIEW

Listen carefully and sound conversational, but an interview isn't a conversation.

It's an opportunity to deliver your key messages.

Don't ignore the question or you'll come across as phony — or worse. Instead, acknowledge the question briefly, then steer the conversation back to your talking points with bridging phrases, such as: "I think the real issue is..." or "I think what's most important to know is..."

If you don't know an answer, just say so. Don't speculate or address hypothetical situations. If possible, direct them to another expert, even one not at your institution.

Don't be concerned about speaking perfectly; unless it's a live interview, your answers will be edited.



THE INTERVIEW

Listen carefully and sound conversational, but an interview isn't a conversation.

It's an opportunity to deliver your key messages.

Don't feel obligated to keep talking to fill periods of silence. Reporters sometimes pause in an effort to get you to say more than you wish.

Don't ask to see a reporter's story before it runs, but if you're concerned about accuracy, offer to fact-check any complicated parts and ask them to repeat back your quotes and any points you're concerned about. Sometimes they'll do it; sometimes they won't.



THE INTERVIEW

MISTAKES

Turn off your phone and go to a quiet location.

Never lie to or mislead a reporter. Your credibility is your greatest asset.

Never go off the record (except in unusual circumstances) even if a reporter promises confidentiality.

The mic, camera and your phone are always “hot.” Everything you say, write or do may appear in the news, not just when the interview starts and stops.

Journalists aren’t your enemy, but they’re not your friend, so don’t relax too much.



THE INTERVIEW

MISTAKES

Never say no comment. It sounds as if you're hiding something.

As a general rule, **the tougher a question is, the shorter your answer should be.**

If a reporter is unprofessional, you can **end it by thanking them for their interest** in your work and tell them you have to end the interview for a commitment (meeting, class, call). They can get in touch with an R-Comm representative should they need anything further.

Corrections: If you make a misstatement, **correct it** before the interview ends. If a story runs with an error — yours or the reporter's — immediately request a correction or clarification so the error is not picked up by other media and repeated in subsequent stories. You can also alert R-Comm Media Relations; they can work with the reporter to correct it. Setting a Google Alert for your name will deliver published stories where you are quoted to your inbox immediately or daily.





IF YOU ARE CONTACTED DIRECTLY BY MEDIA

**IF A STORY INVOLVES A SENSITIVE ISSUE, IMMEDIATELY CONTACT R-COMM MEDIA RELATIONS,
WHICH WILL HELP TO MANAGE THE QUERY.**

**Otherwise:**

Get his/her name, news outlet, the topic and deadline.

Alert R-Comm Media Relations or school/center's communications office. Alert the chair of your academic program to the request if that is protocol.

Take a moment to decide whether to do the interview, but the sooner you decide, the better. Sources interviewed early typically have greater influence than those interviewed just before deadline.

If you decide to do the interview, let the reporter know when you'll be available. If you decide not to do the interview, let the reporter know as a courtesy.

Prepare talking/message points. R-Comm can assist and help develop.

Review the reporter's recent stories to see if and how he/she covers the issue they are asking about.

If the story involves breaking news, review the latest coverage so you're up to date.

Media interviews are opportunities to build long-term relationships with journalists and to increase the chances that they — and other media — will come to you for future stories.

PRESENT **YOUR BEST SELF** ON TELEVISION

Makeup

Use a little makeup to take the shine off your face.

Clothing

Wear mostly solid colors, not white, black, stripes or plaids.

Clinicians can wear their white coat with the Rutgers Health logo;
other faculty can wear a Rutgers pin.

Where to Look

On Zoom interviews, talk to the computer camera as if it's a person.
For in-person interviews, look at the reporter, not the camera.

Get Comfortable

Find a comfortable position and don't fidget. Lean forward slightly into the camera. Smile slightly as you listen. Avoid big gestures, but move your head, body and hands slightly as people do in real life.

Lighting

Check your lighting prior to Zoom interviews. A space with natural light is best. Place a test Zoom call to an R-Comm media relations representative or to a colleague to assess lighting and make adjustments before the interview. If you appear dark, try the two-cell-phone technique: Turn on the flashlight app. Position one phone underneath you to illuminate your face and the other to the side of your face. You can also use a table lamp on the side and a phone flashlight underneath your face.

PRESENT **YOUR BEST SELF** ON TELEVISION

Privacy

If you are interviewing via Zoom in your office, make sure that nothing is seen on camera that should not be seen or could be a violation of HIPAA. Your space should reflect professionalism but need not be sterile. A bookcase is often a good backdrop.

#nofilter

Refrain from using filters on Zoom interviews. They tend to distort your image and distract from what you are saying.

Always Ready

With remote interviews, you can't always be certain when the camera is focusing on you or the questioner, so assume at all times that the camera is on you — and live.

Be Concise

Get to the point. You have less than 10 seconds to make your point in a TV interview. You have a little longer in radio interviews.

Umm

Try to avoid fillers — the “ahs” and “ums” we all use when searching for the right words. The best way to do this is to pause and think about your answer before giving it. If the interview is taped — and most TV interviews are — your pauses will be edited out of the broadcast.

TAKEAWAYS



PREPARATION

Develop and practice 2-3 talking points you want your audience to receive.



PLAIN ENGLISH

Speak plainly and concisely. You're not trying to impress fellow academics. You're helping the public understand an issue, why it matters and what you and Rutgers are doing about it.



CONTROL

You're in control of the interview, which isn't so much a conversation as an opportunity to deliver a message. Remember, reporters come to you because you're an expert in your field, so relax and breathe.

WORK WITH R-COMM

Let's get your word out.

Contacts

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