

WHAT DOES NCSL DO?

- Serves 7,383 legislators and more than 27,000 legislative staff.
- Provides resource for trusted policy research, new ideas and connections to other legislators across the states.
- Speaks on behalf of legislatures in D.C.



TURN TO NCSL WHEN YOU NEED ...

Innovative Policy Approaches

NCSL publications, podcasts and webinars help legislators and staff gain knowledge on promising policies, costsaving solutions, and the people and processes involved in the legislative institution.





















COMMUNICATION TRENDS





COMMUNICATION TRENDS

The Washington Post





























COMMUNICATION TRENDS













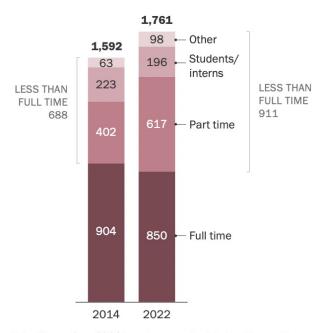






COMMUNICATION TRENDS – LOCAL NEWS

Total number of U.S. statehouse reporters with each employment status



Note: Figures from 2014 have been recalculated in this report so that session-only reporters are included in the full-time category. See the Methodology for further details.

Source: Pew Research Center data collected Sept. 23, 2021-March 11, 2022.

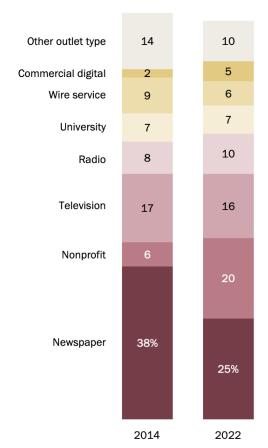
"Total Number of U.S. Statehouse Reporters Rises, but Fewer Are on the Beat Full Time"

Statehouse reporter pool larger than in 2014, but with fewer full-time reporters.



COMMUNICATION TRENDS – LOCAL NEWS

% of U.S. statehouse reporters working at each outlet type

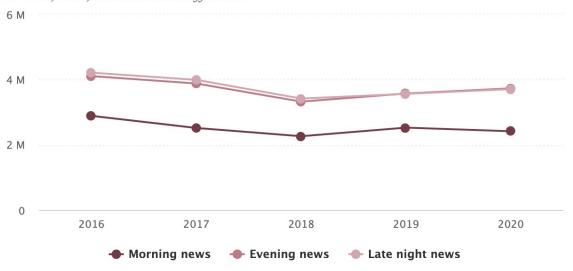


Nonprofits are now the second-largest employer of statehouse reporters, following newspapers.



COMMUNICATION TRENDS – LOCAL NEWS

Average number of TVs tuning to news programming during each time slot for ABC, CBS, Fox and NBC affiliates







COMMUNICATION TRENDS – DIGITAL NEWS

◆ WSJ NEWS EXCLUSIVEMEDIA & MARKETING

Alabama's Three Largest Newspapers to Stop Printing Next Year

Advance Publications to make Birmingham News, Huntsville Times and Press-Register digital-only



The print readership of the three Alabama newspapers has been shrinking rapidly. A view of downtown Birmingham, Ala.

PHOTO: ANDI RICE FOR THE WALL STREET JOURNAL





COMMUNICATING YOUR BRAND



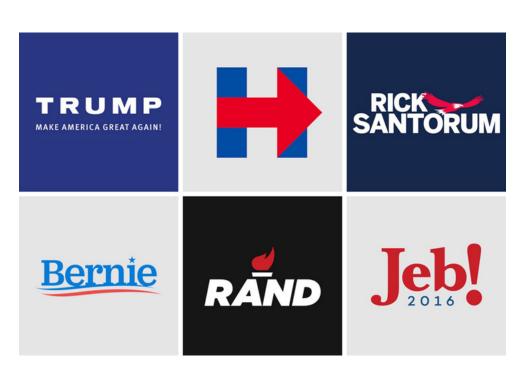






COMMUNICATING YOUR BRAND









BRAND PROTECTORS



MEDIA RELATIONS COMMUNICATION

- Offer "on background" briefings for complex issues/legislation.
- Build a relationship.
- Assemble a local and state press list for yourself.





MEDIA RELATIONS COMMUNICATION



State Senator Kayse Jama

Senate District 24 (D-East Portland)

Native land of Multnomah, Wasco, Cowlitz, Kathlamet, Clackamas, Bands of Chinook, Tualatin Kalapuya, Molalla, and many other tribes that made their homes along the Columbia and Willamette Rivers

PRESS RELEASE

FOR IMMEDIATE RELEASE March 7, 2022

Contact: Kien Truong sen.kaysejama@oregonlegislature.gov

State Senator Kayse Jama Reflects on 2022 Legislative Accomplishments

SALEM, Oregon - Last Friday, the legislature ended its 2022 regular session after passing historic legislation promoting access and equity in education, supporting healthy communities across Oregon, strengthening workforce protections and advancing Oregonian's economy, supporting immigrant and refugee communities, encouraging sustainability, and improving public safety by addressing issues in the criminal justice system.

State Senator Kayse Jama (D-Portland) played a critical role in the introduction and the passage of much of the groundbreaking legislation passed during the February session. His 2022 legislative accomplishments include:

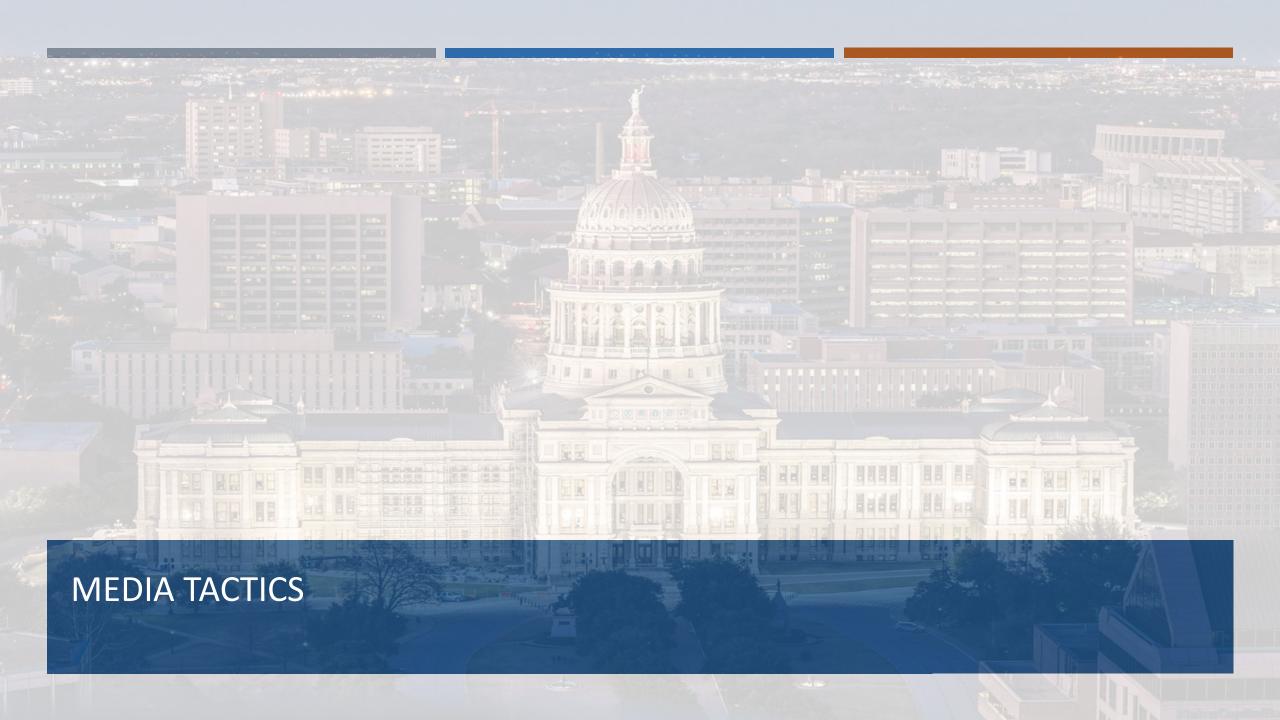
- 1. Investing \$400M to support homeownership, increase affordable housing and address houselessness (HB 5202)
- 2. Ensuring renters rights and access to cooling while preparing Oregon for the next heat wave (SB 1536)
- 3. Establishing universal legal representation in immigration proceedings (SB 1543)
- 4. Reducing racial disparities in traffic stops and creating the Justice Reinvestment Equity Program (SB 1510) 5. Extending basic worker protections and ensuring fair compensation for farm workers (HB 4002)
- 6. Strengthening workforce protections and worker injury compensation (HB 4138, SB 1513)
- 7. Funding wealth building opportunities for economically marginalized communities (SB 1579) 8. Updating racist and xenophobic immigration terminology in Oregon state laws (SB 1560)
- 9. Providing compensation for wrongly convicted persons (SB 1584)
- 10. Expanding in-state tuition eligibility for Afghan refugees (SB 1522)

"I am very proud of the historic and remarkable work that the Oregon legislature and my office were able to accomplish during the 2022 session," said Senator Jama, "from expanding access to cooling technologies for Oregon renters to addressing systemic inequalities within our criminal justice system, the work we have done over the past month will improve the lives of all Oregonians."

Sen. Jama has released a fact sheet detailing a full list of 2022 legislative accomplishments which can be found at oregonlegislature.gov/Jama.

- Press releases are still a thing.
- Video updates.
- Weekly legislative updates to local newspaper, social media.





As an Interviewee You Have the Right to:

- ✓ Know the topic
- ✓ Know the format
- ✓ Buy time
- ✓ Have time to answer the question
- ✓ Correct misstatements (on site)
- ✓ Use notes
- ✓ Record the interview







As an Interviewee You Do Not Have the Right to:

- ✓ Know the questions in advance
- ✓ See the story in advance
- ✓ Change your quotes
- ✓ Edit the story
- ✓ Expect your view be the only view
- ✓ Demand article be published



The Irrelevant Questioner (Goin' fishin')

- Series of obvious questions.
- Going back to a certain question again and again.

Machine Gun Questioning

• Interruptions, foot tapping, jittery eye movement, snowballing interview speed.

The "Golden Pause"

 Uncomfortable silence -- who will break first?





A Reporter's Lexicon

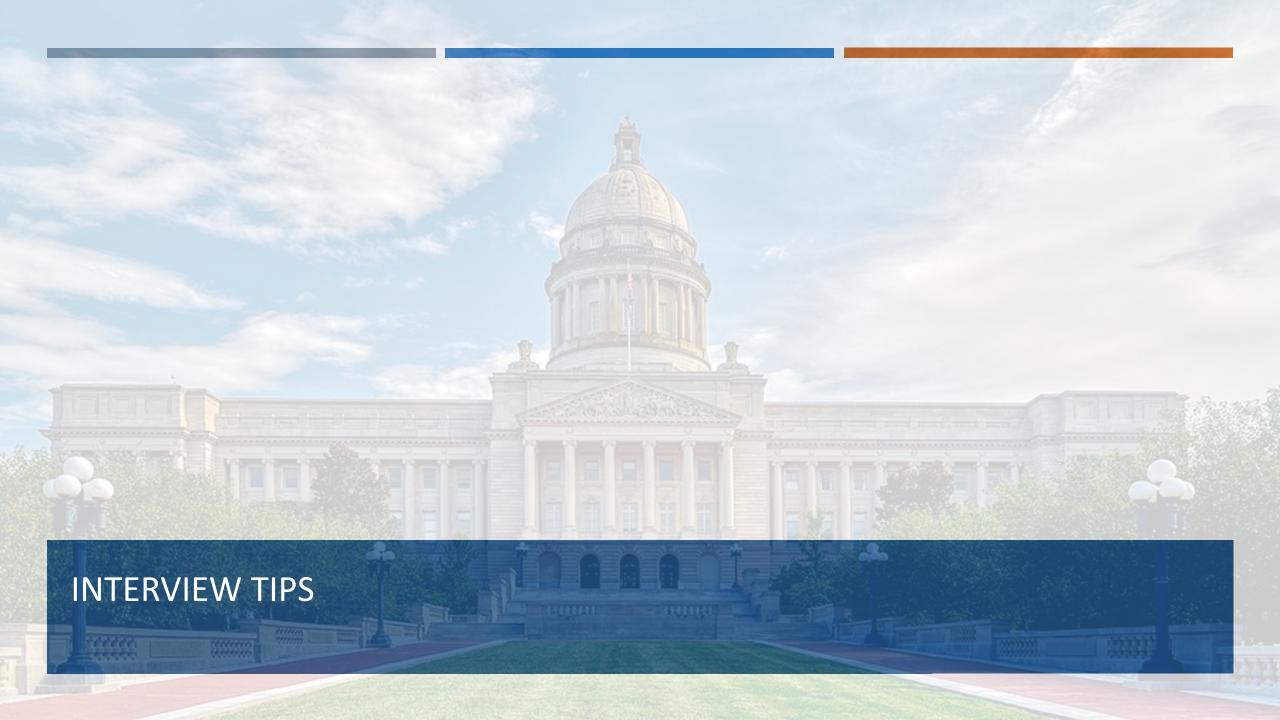
- Off the record: Material may not be published or broadcasted.
- Not for attribution: Information may be published, but without revealing identity of the source.
- **Background**: Usually means not for attribution. Confirm with reporter.
- Deep background: Usually means off the record. Make sure it does.



Rule of Silence

 Never say (or write) <u>anything</u> to a journalist you don't want to read in the newspaper, see on television or hear on the radio.





- Establish an "interview setting"
 - ✓ Clear your desk
 - ✓ Close the door
- Use notes
- Three-Five main points or "takeaways"







Interview Tips

- Have a story to tell.
- Know your audience.
- Try to always focus your message on people.
- Offer a visual or video







- Keep Jacket, Tie, Make-up, Jewelry at work
 - ✓ Dark = Thin
 - ✓ No tight patterns



- Ask if looking into the camera
- Don't 'Mick Jagger' the mic







Blocking and Bridging

- Don't ignore or evade the question.
- Address the topic of question.
- Asked about a problem, talk about a solution.
- "No comment," but explain why you can't.



Blocking and Bridging

- ✓ "The most important thing to remember is..."
- ✓ "I've talked about a lot of things. It boils down to these three things..."
- ✓ "Let me make one thing perfectly clear"
- ✓ "That speaks to a bigger point..."
- ✓ "I think what you're really asking is..."
- ✓ "Let me put that in perspective..."
- ✓ "What's important to remember, however..."
- ✓ "The real issue here is..."
- ✓ "I don't know about that...But what I do know is..."
- ✓ "What you're asking is..."
- ✓ "Just the opposite is true..."
- ✓ "That's false..."







POLL: WHAT SOCIAL PLATFORM DO YOU USE MOST?

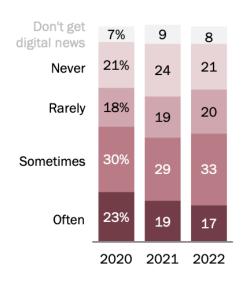




SOCIAL MEDIA COMMUNICATION

News consumption on social media

% of U.S. adults who get news from social media ...



Note: Figures may not add up to 100% due to rounding.

Source: Survey of U.S. adults conducted July 18-Aug. 21, 2022.

PEW RESEARCH CENTER

In 2022

➤ Half of U.S. adults get news at least sometimes from social media.



SOCIAL MEDIA COMMUNICATION

Seven-in-ten Facebook users say they visit site daily

Among U.S. adults who say they use ____, % who use that site ...

	Several times a day		About once a day	Less frequently	NET Daily
Facebook	49		22	29	70
Snapchat	45		14	40	59
Instagram	38	2	1	41	59
YouTube	36	18		45	54
Twitter	30	16		53	46

A majority of Facebook, Snapchat and Instagram users visit these platforms daily.

(Pew Research Center)



- On Facebook: Live Videos, Events, Curated Content (Ads), Webinars.
- On Twitter: Live Updates,
 Member News, Engagement.
- On Instagram: Storytelling, Behindthe-Scenes, High Resolution Photos.
- On LinkedIn: Jobs, Legislature News, Staff Achievements.





Feat.: Sen. Santarsiero (PA)



TRICKS: 3RD PARTY BROADCASTS

- Other Platforms: Zoom, Vimeo, YouTube
- Other Free Tools: Restream, Broadcast Me, OBS
- Paid Options: BeLive, StreamYard





WHAT TO POST? DON'T FORGET!

- Repeat & Cross Communicate
- Stop & Think: Quality over Quantity
- Post What Matters: Crisis Comms,Constituent Engagement
- What's Annual? Holidays, Sessions, Budget



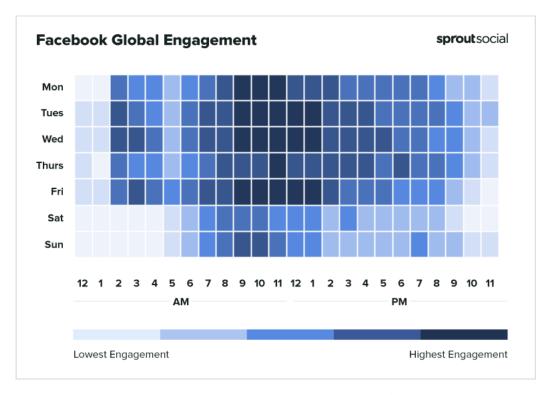
Feat.: Sen. Levesque (NH)



Feat.: Sen. Nelson (TX)



- ➤ On Facebook in 2023:
 - □ Day: Weekdays
 - ☐ Time: Morning to Mid-Day

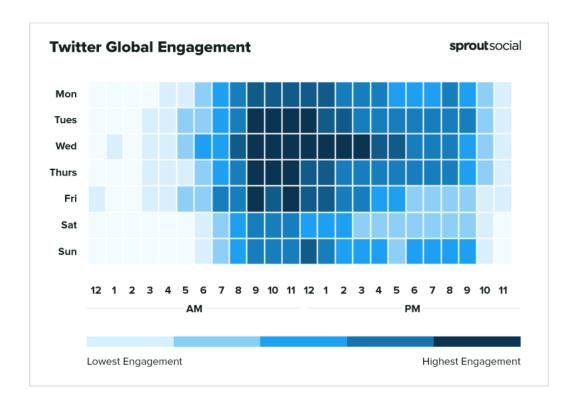




➤ On Twitter in 2023:

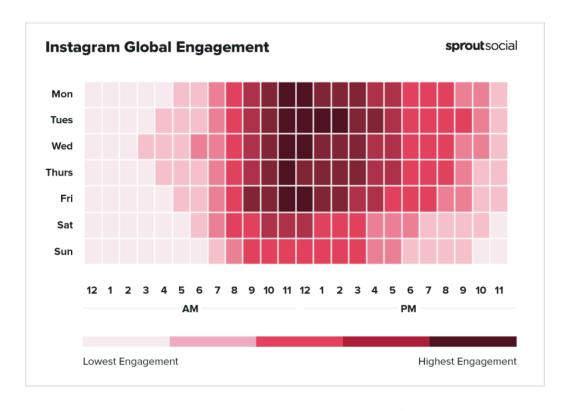
□ Day: Mid-Week

☐Time: Mid-Day



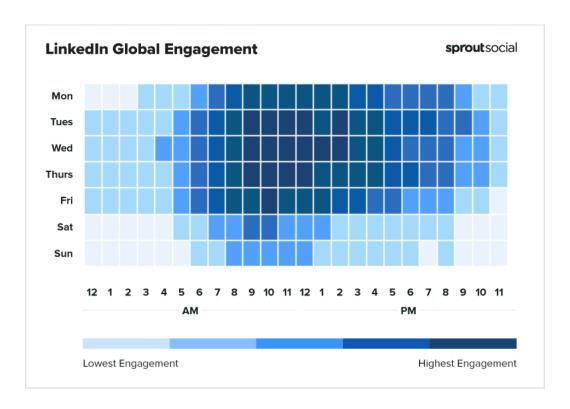


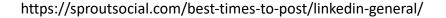
- ➤ On Instagram in 2023:
 - □ Day: Weekdays
 - ☐ Time: Mid morning to midafternoon





- ➤ On LinkedIn in 2023:
 - □ Day: Weekdays
 - ☐ Time: Morning to Mid Day







MAKE A PLAN:

- What Kind of Plans?
 - Special Events
 - Daily, Weekly, Annual

Public Affairs Plan: Week of November 29

Contacts: Mick Bullock mick.bullock@ncsl.org | Berkeley Teate Berkeley.teate@ncsl.org

Holiday: None Travel: None Press: Dec. 15 Press Avail Broadcasting: A Look Ahead – CLS

Monday: Podcast Tuesday: Legislative News Wednesday: A Look Ahead – CLS Thursday: Fiscal Friday: General Updates

Monday, December 6:

Press: Dec. 15 Press Avail

Social Media – Twitter.

New OAS Podcast Episode

Town Hall Promotion:

* Tune In — Have states wrapped 2021 special sessions? We speak to @NCSLorg's Center for Legislative Strengthening this Wednesday at 12:45 PM ET. | #NCSL https://ib.me/e/1/DEQQMrE

* Tune In — What's the state of legislative operations? Hear from @NCSLorg's Center for Legislative Strengthening this Wednesday at 12:45 PM ET. | #NCSL https://fb.me/e/1/DEQQMrE

* Tune In — VA & MM are the only split legislatures in the U.S. What's the significance? Don't miss our broadcast this Wednesday at 12:45 PM ET. | #NCSL https://fb.me/e/1/DEQQMrE

Webinar

* WEBINAR | How are legislators working with county officials to improve early childhood? OH Sen. @StephanieKunze & Rep. <u>EmilliaSykesQH</u> weigh in Tuesday, Dec. 7 at 1 PM ET: https://bit.ly/3rpCsc6

Social Media – Facebook: New OAS Podcast Episode

Social Media - LinkedIn:

* How are legislators working with county officials to improve early childhood? Learn first—hand from OH Sen. @StephanieKunze & Rep. EntilliaSykesQH on Tuesday, Dec. 7 at 1 PM ET. Register Today| https://bit.ly/3rpcSeg| #NCSL

Tuesday, December 7:

Social Media - Twitter.

SLN:

* What key factors encouraged former RI Sen. Gayle Goldin to accept a Sr. Advisor role at @WB_DOL? Inside 'State Legislatures News': https://bit.ly/3ltilAN | #NCSL

* Would you accept a job with @MajorLeagueFIsh if you weren't a seasoned angler? Meet AR Rep. @CarltonWing. "Jured" into politics after decades on the water. https://bit.lv/3daVTxa
* Don't miss @NCSLorg's "Staff Snapshots" — where we ask #legislativestaff about their roles in the legislature, what inspires them and morel #NCSL https://bit.lv/3iBBeYT

2021 State Legislative Sessions:

* As of Dec. 1, 9 states and Washington, D.C. are in 2021 regular or special sessions. Bookmark @NCSLorg's calendar for regular updates: https://bit.ly/3pinWAj | #NCSL

Webinar: (10 /12 PM ET)

* WEBINAR | How are legislators working with county officials to improve early childhood? OH Sen. @StephanieKunze & Rep. EmilliaSykesOH weigh in today at 1 PM ET: https://bit.ly/3rpCsc6

Town Hall Promotion

*Tune In # Have states wrapped 2021 special sessions? We speak to @NCSLorg's Center for Legislative Strengthening this Wednesday at 12:45 PM ET. | #NCSL https://fb.me/e/1/IDGQMrE *Tune In # What's the state of legislative operations? Hear from @NCSLorg's Center for Legislative Strengthening this Wednesday at 12:45 PM ET. | #NCSL https://fb.me/e/1/IDGQMrE *Tune In # VA & MN are the only split legislatures in the U.S. what's the significance? Don't miss our broadcast this Wednesday at 12:45 PM ET. | #NCSL https://fb.me/e/1/IDGQMrE

Social Media – Facebook:

Meet former RI Sen. Gayle Goldin, who now serves as a sr. advisor at the @USDOL Women's Bureau. Inside 'State Legislatures News': https://bit.ly/3ltilAN | #NCSL

Social Media - LinkedIn:

What key factors encouraged former RI Sen. Gayle Goldin to accept a sr. advisor appointment by the Biden administration at the @USDOL Women's Bureau?

Read the full story by Eric Peterson inside 'State Legislatures News': https://bit.ly/3ltiiAN #NCSL

Wednesday, December 8:

Broadcasting: A Look Ahead - CLS





https://www.ncsl.org/Portals/1/Documents/Meta-NCSL_LegislatorGude-Final.pdf



TOP 4 A

- 1. Keep calm and carry on.
- 2. Remember your brand!
- 3. It's public.
- 4. Utilize Social Media.









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