

Rush University Medical Center

Working with the Media: Tips for Success

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Audience Participation | Media Experience

How much experience do you have working with the media?

How was the overall experience?

Agenda

- Why RUSH is proactive in working with the media
- Tips for approaching an interview for broadcast media
- Whom to work with at RUSH to earn media attention
- Mary Ann Childers, senior consultant, Res Publica Group
- Questions?

Local, Regional or National?

Online?

Print?

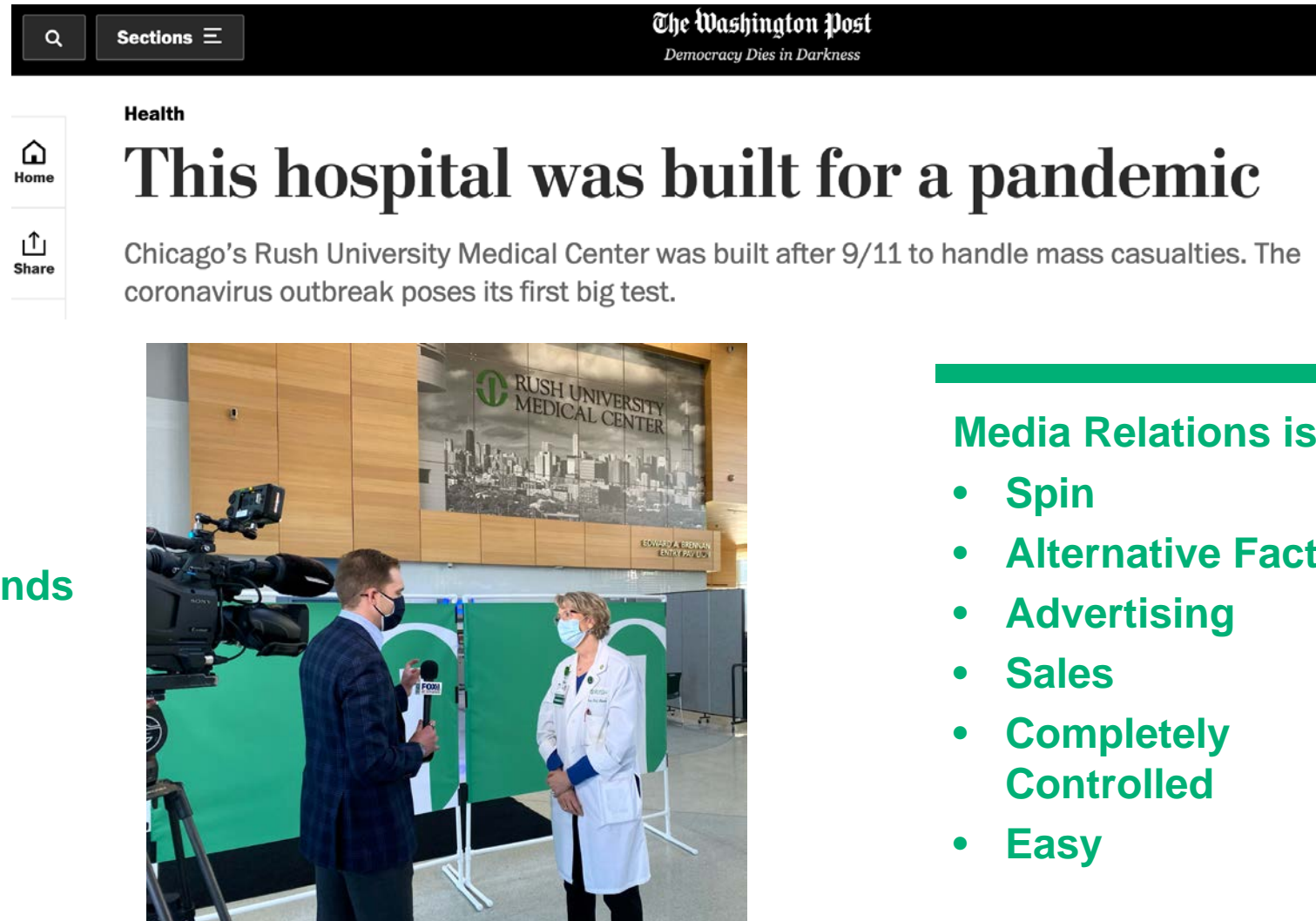
Television?

Radio?

Live?

What is Media Relations?

- Spokesperson
- Storytelling
- Relationship Building
- Developing Trust
- Responsive
- Transparent
- Goal-Oriented
- Reactive and Proactive
- Liaison with media of all kinds



The screenshot shows a news article from The Washington Post. The header includes the newspaper's name and the slogan "Democracy Dies in Darkness". The article is categorized under "Health" and has the title "This hospital was built for a pandemic". The sub-headline reads: "Chicago's Rush University Medical Center was built after 9/11 to handle mass casualties. The coronavirus outbreak poses its first big test." Below the text is a photograph of a man in a dark suit and a woman in a white lab coat standing in front of a green backdrop. The backdrop features the Rush University Medical Center logo and the name "EDWARD & BRENNAN ENTRY PAT. BLDG.". A professional video camera is visible on the left side of the photo.

Media Relations is NOT

- Spin
- Alternative Facts
- Advertising
- Sales
- Completely Controlled
- Easy

RUSH Goals in the Media

Why work with the media?

- Position RUSH Excellence
- Position RUSH Experts
- Grow Patient Awareness
- Grow Market Share
- Bolster the RUSH Brand Locally, Regionally and Nationally



What makes something “newsworthy?”

- Uniqueness
- Numbers
- Timeliness
- Human interest



How Media Relations Can Help

Storytelling

- Rush Stories
- News Releases
- Pitching
- Expert Sources
- Op-Eds
- Background Discussions
- Trends



Media Relations Contacts

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Media Relations: What's in it for you?

Exposure for your work

- Raises awareness in your Field
- Strengthens RUSH Brand
- Strengthens Your Brand
- Funding Agencies Like Coverage of Their Investments
- Helps with Future Funding

It's just plain fun!



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Do's and Don'ts: Things to always remember

BEFORE the interview

- Ask for their deadline
- Make sure you understand the story
- Reach out to RUSH Media Relations
 - *3 Key Messages*
 - *Do your research*
 - *Visuals*

DURING the interview

- Sit still/Sit up straight
- Lean forward slightly
- Sit on the tail of your jacket
- Keep your hands in check
- No swears
- Don't speculate



What NOT to wear

Busy Patterns (see image)

Deep Blacks, Bright Whites, Bright Greens (Sorry RUSH color palate) may cause lighting issues

Large Red areas on clothing can bleed on camera

Loose clothing will make you look "frumpy"

Avoid Scarves/Turtlenecks. They can interfere with microphones

Avoid Flashy Jewelry. It can distract from your message.