

The Power of One:

Communicating with Producers,
the Public and
the Press



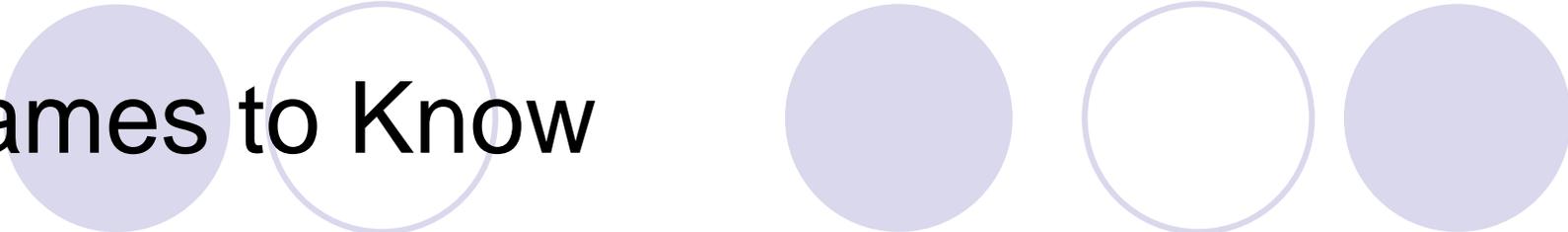
ARS Information Staff What Do We Do?

- Publicize your research
- Communicate with the press
- Prepare PR materials

How Can We Help You?

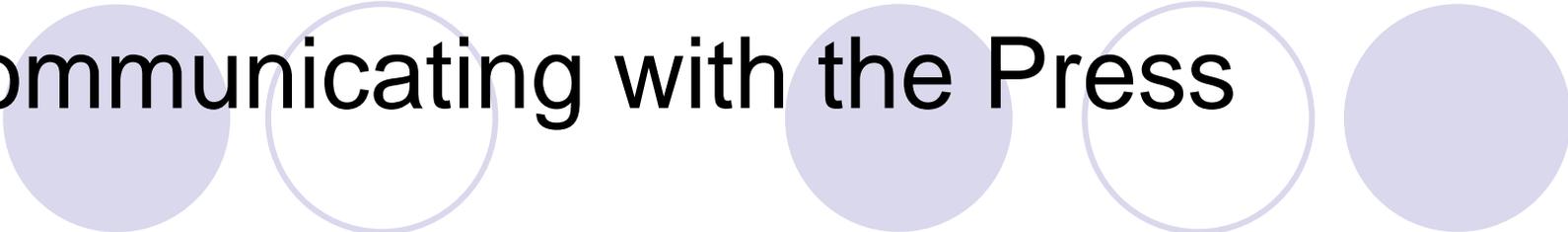
- Articles www.ars.usda.gov/news/
- Daily News Service
www.ars.usda.gov/is/pr/lists.htm
- Press Releases/Media Advisories
- Archives
- Newsletters
- Science for Kids www.ars.usda.gov/is/kids
- Image Gallery
www.ars.usda.gov/is/graphics/photos/.
- Products and Services
<http://www.ars.usda.gov/Services/Services.htm>

Names to Know



- Sandy Miller Hays, Director, ARS Info, 301-504-1638 *Sandy.MillerHays@ars.usda.gov*
- Sean Adams, Chief, Current Information Branch, 301-504-1622 *Sean.Adams@ars.usda.gov*
- Ruth Coy, Chief, Information Products and Services Branch, 301-504-1660 *Ruth.Coy@ars.usda.gov*

Communicating with the Press



- Be prepared
- Stay on topic
- Know your audience
- Sell your story
 - What's the hook?

ARS has a great story to tell!

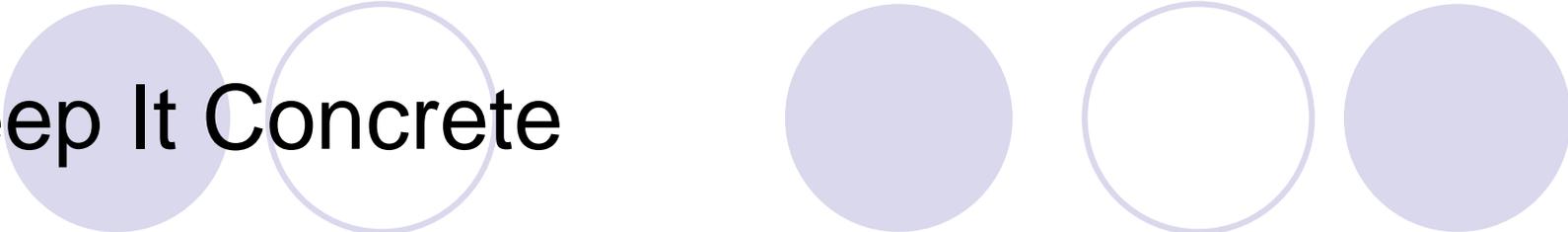


- Results
- Recognizable products
- Good investment
- “Real-life” problems

The Bottom Line: So What??

- Who benefits?
- Make sure you know the “So What”
- Focus on RESULTS, not PROCESS
- Problem ... Solution
- Everybody is ignorant ... only on different subjects

Keep It Concrete

The title 'Keep It Concrete' is positioned at the top left. To its right, there are two pairs of circles. The first pair consists of a solid light purple circle on the left and an outlined light purple circle on the right. The second pair consists of a solid light purple circle on the left, an outlined light purple circle in the middle, and another solid light purple circle on the right.

- Mind your numbers
- Provide background information
- Define technical terms
- Give examples/comparisons, when possible



You'll Never Walk Alone!!

- Press release, media advisories, etc.
- Keep in touch!
- If you're being quoted in a university or industry press release, contact Sandy Miller Hays IMMEDIATELY!

Speaking Academically



- University PR shops “forget” who you work for....keep ‘em straight!
- ARS should always have the first shot at PUBLICIZING your research
- If the university PR folks want to do a press release, send them to Sandy Miller Hays immediately!

Last Deck Chairs on the Titanic, Part 1

- Before you talk to the media, talk to us!
- Before doing an interview, or even **AGREEING** to do an interview, **ALWAYS** contact Sandy Miller Hays or (in her absence) Sean Adams if **ANY** of the following apply:

Last Deck Chairs on the Titanic, Part 1 (Continued)

- If it's major media calling, for any reason
- If it's a controversial subject
- If you're not sure whether the caller is major media, or whether the subject is controversial
- It's OK to talk to local media if you're absolutely, 100 percent sure none of the above apply!

More Deck Chairs

- ARS, ARS, ARS!!!
- Stick strictly to your area of expertise
- Avoid “No Comment” like the plague
- There is NO SUCH THING as “Off the Record”
- Stick to your science and NEVER “talk policy”

Even More Deck Chairs!

- Never, ever, ever lie to the media!
- Treat accidental misinformation as a crisis:
Fix it NOW!!!
- When in doubt, call us
- If an interview turns uncomfortable, end the interview, send them to Sandy Miller Hays—and call SMH to let her know what's happened so far.
- The Info Staff is here to serve you...lean on us!

Stay in Touch!

Sandy Miller Hays

Director

301-504-1636

Sandy.MillerHays@ars.usda.gov

Sean Adams

Chief, Current Information Branch

301-504-1622

Sean.Adams@ars.usda.gov

Ruth Coy

Chief, Information Products & Services

(301) 504-1660

Ruth.Coy@ars.usda.gov

Public Affairs Specialists

Rosalie Marion Bliss

301-504-4318 Rosalie.Bliss@ars.usda.gov

Don Comis

301-504-1625 Donald.Comis@ars.usda.gov

Sharon Durham

301-504-1611 Sharon.Durham@ars.usda.gov

Alfredo Flores

301-504-1627 Alfredo.Flores@ars.usda.gov

Laura McGinnis

301-504-1654 Laura.McGinnis@ars.usda.gov

Ann Perry

301-504-1628 Ann.Perry@ars.usda.gov

Jan Suszkiw

301-504-1630 Jan.Suszkiw@ars.usda.gov

Marcia Wood

301-504-1486 Marcia.Wood@ars.usda.gov