

Crime and Justice Research Alliance

Media Training Highlights

March 29, 2017

What is Newsworthy?

- Research
 1. New (forthcoming)
 2. Timely topic
 3. Wide reach
- Timely topics
 - Industry expertise
- Original content
 - Blogs, bylines or op-eds



Justice Quarterly
BREAKING NEWS
CHARLOTTE POLICE TO RELEASE BODY CAM, DASH

The Washington Post

True Crime
Guest Post: How to reinvent American policing

By Tom Jackman October 3

At a pivotal moment in American policing, two widely respected criminologists — Lum heads the Center for Evidence-Based Crime Policy at George Mason University, Nagin is a renowned professor at Carnegie Mellon University's Heinz College — have a set of proposals aimed at both lowering crime and improving police relations with the community. I spoke to both about their ideas, based on proven policing strategies, and their answers follow the essay.

By Cynthia Lum and Daniel S. Nagin



Daniel Nagin, criminology professor at Carnegie Mellon University's Heinz College. (Heinz College)

Message Development

- Introduction
 - Who you are
 - What you're doing
 - Why it's important
- Three key messages
 - Research findings
 - Impact/significance
 - FUBO
 - Common language
 - Desired headline



What's News—

Business & Finance *World-Wide*

Hewlett-Packard's quarterly earnings fell 16% on weak computer sales, but the results weren't as bad as the company had forecast. Shares rose after hours on hopes that the worst for the company might be over. **BI**

■ Stocks fell as a weak regional-manufacturing reading and a pump in weekly jobless claims reminded investors of the economy's challenges. The Dow industrials fell

■ A larger Afghan security force is being considered. The U.S. and NATO are weighing a proposal to keep the size of Afghanistan's forces at 352,000 until the end of 2018, a longer time frame than initially planned. The shift reflects concerns about a plan to slash the force size by over a third after 2015 and is aimed in part at reassuring Kabul and allies of the long-term commitment of the U.S. and NATO. **AF**

Total cost of fielding the Af-

Reducing the California prison population didn't increase crime

by STEVEN DOMRO, Annie Gargurro and Julie Jargon

Thursday joined a parade of retailers, restaurants and consumer-goods companies worried about the economic impact of the recently restored federal payroll tax that has left Americans with less money to spend.

The world's largest retailer, Burger King Worldwide Inc., Kraft Foods Group Inc. and others are lowering forecasts and adjusting sales and marketing strategies, expecting consumers with smaller paychecks to dine

out less and trade down to less expensive purchases.

The expiration of the payroll tax cuts that knocked 2% off consumers' take-home pay is having an impact, these companies say. It will ding a household with \$65,000 in annual income \$1,900 this year, and shift \$1.0 billion overall out of consumers'

Now, Wal-Mart is stocking more of its shelves with cheaper products, and smaller-size packages of diapers, toilet paper and snacks. Burger King is cutting its Whopper Jr. sandwich to \$1.29 from about \$2, and focusing advertising on its value menu items rather than higher-price salads or smoothies.

Kraft and meat supplier Tyson Foods Inc. are introducing more lower-priced products to help restaurants and supermar-

sending downshift. These companies say the changes could be long-lasting and are revamping operations to better cater to consumers pinched by higher taxes, stagnant wage growth and rising gasoline prices, which jumped

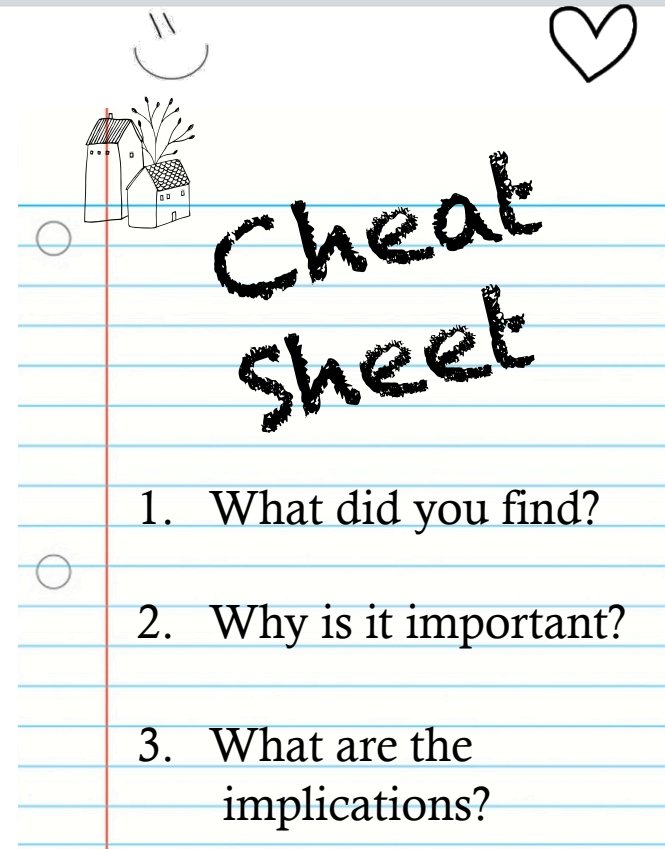
Please return to the next page

◆ Gauging the impact of cuts that could start March 1..... A4
◆ GOP split on defense trims..... A4
◆ Wal-Mart sees flat sales..... B2



Print Interviews *(Before)*

- Confirm logistics
 - Time zone, number
 - Topic and questions
 - Previous coverage
- Create a cheat sheet
 - Three message points
 - Facts, figures, statistics
- Reactive inquires
 - Buy your time



Print Interviews *(During)*

1. Establish credibility
 - Introduction
2. Purpose of interview
 - Answer questions
 - Provide examples
 - Hit message points
3. Anything else?
 - Hit remaining points
 - Offer to be a resource



Print Interviews *(After)*

- Thank the reporter
 - Follow-up with additional items
- Repurpose articles
 - Promote on social
 - Keep track for files
- Requesting corrections
 - Factual errors
 - Quotes are fair game



CJRAlliance @cjralliance · Nov 10

Stereotypes can impact our perceptions & behavior - Lorie Fridell
[@USouthFlorida](#) [@stahlidarity](#) [@ComplexMag](#) [#racism](#)



How Do We Unlearn Racism?

Racism is deeply rooted and even institutionalized in America. So can we actually "unlearn" racism?

[complex.com](#)



CRIME & JUSTICE
RESEARCH ALLIANCE

Reporter Relationships



DO

- Respect their time
- Nurture relationships
- Promote their articles
- Be resourceful
- Follow-up

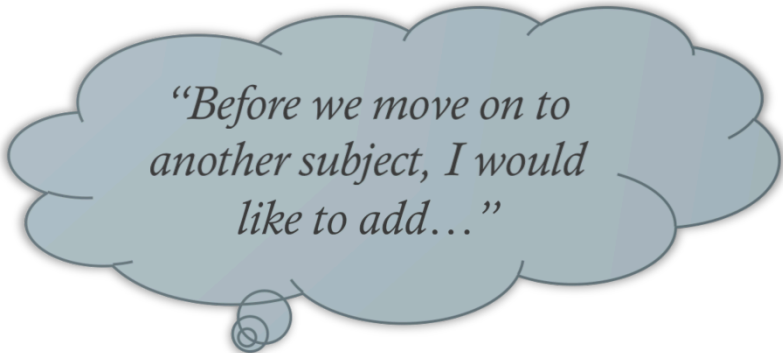


DON'T

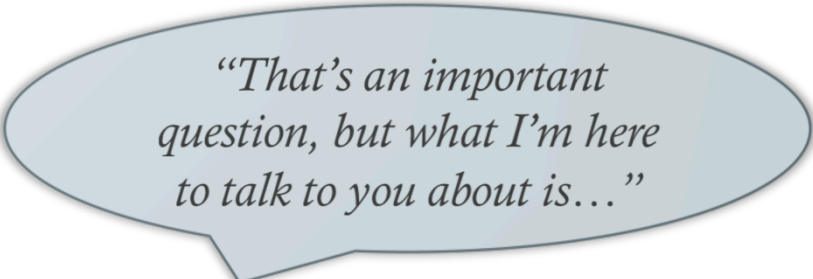
- Talk about other stories
- Go off the record
- Try to fill the silence
- Be negative
- Ask to see the story

Bridging Techniques

- Answer the question
- Bridge to message
- Conclude on positive note



“Before we move on to another subject, I would like to add...”



“That’s an important question, but what I’m here to talk to you about is...”



“There are other experts who have studied that issue more closely, but what I can tell you is...”