

# Guide to News Services at NC State University

*The NC State News Services office informs the public and the university community about NC State's research, outreach and educational achievements.*

*The News Services staff can help you communicate with internal and external audiences about the work you do at NC State.*



**NC State News Services**  
*a division of the Office of Public Affairs*

919/515-3470  
Fax: 919/515-2556

Campus Box 7504  
NC State University  
Raleigh, NC 27695-7504

[www.ncsu.edu/news](http://www.ncsu.edu/news)  
[newstips@ncsu.edu](mailto:newstips@ncsu.edu)

## What We Do...

### Beyond NC State

**N**ews Services, a division of the NC State Office of Public Affairs, works with local, state, national and international media to promote the university and its faculty, staff and students. We inform the public and the university community about the quality and diversity of the learning environment; the level of scholarship and research; and the university's efforts to find practical, problem-solving uses of new knowledge and scholarship to benefit society.

News Services staff members develop and market news articles and story ideas on faculty teaching, research and expertise to print and electronic media outlets. We do this through printed and video news releases; radio actualities; news tips; press conferences (when appropriate); telephone, e-mail and personal "pitches" to journalists; and electronic distribution of news stories via the Web, PR Newswire and similar services. All news releases are on our Web site at [www.ncsu.edu/news](http://www.ncsu.edu/news).

We also manage press relations regarding university administrative policies. Additionally, we distribute the NC State *Experts List*, a compilation of faculty expertise sent to members of the media every other year. The list is on the Web at [www.ncsu.edu/news](http://www.ncsu.edu/news).

### At NC State

**N**ews Services publishes the *Bulletin* — the bi-weekly, 8,000-circulation NC State faculty and staff newspaper — to inform the university community, and to be a forum for discussion of issues important to faculty and staff.

The *Bulletin* also highlights the accomplishments and activities of the university and its employees.

Readers can access the *Bulletin* on the Web at [www2.ncsu.edu/BulletinOnline](http://www2.ncsu.edu/BulletinOnline). For more information, or to submit information for publication, check out the Web site or contact the *Bulletin* staff at 515-6142 or [bulletin@ncsu.edu](mailto:bulletin@ncsu.edu).

## How We Can Help You...

**T**he News Services staff has extensive experience in dealing with members of the media; most of us are former reporters. We're available to:

- Promote to the media various NC State research, outreach and educational efforts of interest to the general public.
- Provide advice on how to respond when a reporter calls. (See reverse of brochure for a list of media relations tips.)
- Help write opinion-editorial pieces and letters to the editor.
- Let faculty and staff members know when their names appear in the news.

## How You Can Help Us...

**H**undreds of NC State faculty and staff members are doing work of interest to the general public and, therefore, to media organizations. As a state-supported land-grant university, it's important that we keep our constituents informed about those research, outreach and teaching efforts.

News Services staff writers are assigned to keep track of what's happening in your college or unit. If you think you have news of interest to the public or the university community, please don't hesitate to contact us at 515-3470 or [newstips@ncsu.edu](mailto:newstips@ncsu.edu).

Please let us know as far ahead of time as possible about upcoming publications, presentations, and outreach or teaching projects that would be of interest to a general audience.

---

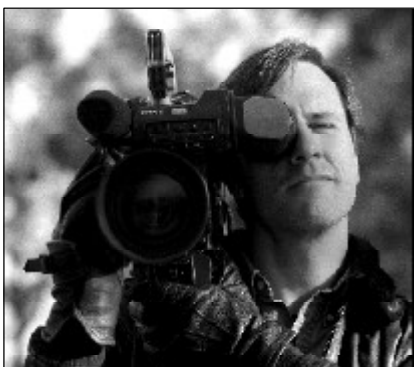
For more information about News Services,  
or to read NC State news releases,  
check out our Web site:

[www.ncsu.edu/news](http://www.ncsu.edu/news)

---

# What to Do When a Reporter Calls...

*The following tips are designed to help NC State faculty and staff members prepare for an interview with a reporter.*



**NC State News Services**  
*a division of the Office of Public Affairs*

919/515-3470  
Fax: 919/515-2556

Campus Box 7504  
NC State University  
Raleigh, NC 27695-7504

[www.ncsu.edu/news](http://www.ncsu.edu/news)  
[newstips@ncsu.edu](mailto:newstips@ncsu.edu)

## How to Work with the Media

The News Services staff has assembled the following tips to help you make the most of interactions with the media. If you have questions or concerns about dealing with the media, contact News Services.

### Preparing for an interview

**1. Outline your main points.** Make a list of three to five brief main points you would like to make during the interview. Rephrase and repeat your main points several times so the reporter understands your view.

**2. Give reporters background information.** Reporters appreciate having ample written background material, especially if the topic is complex, or involves many facts and figures. This minimizes errors and omissions. Ask if the reporter would like to review background information before you meet.

**3. Anticipate difficult questions.** Make a list of questions you'd rather *not* answer, and then think about how you might best answer them. Think about how you might transition from answering tough questions into making one of your key points. News Services can help you prepare for tough questions.

### Tips for a successful interview

**1. Know your message and stay focused.** Stick to your main points and do not get drawn off on tangents. It is helpful if you start with a research conclusion or underlying theme, work through the details of the story, and return to the beginning point. Also, it is important to speak in complete thoughts.

**2. Keep it simple.** Begin at a basic level and avoid academic or technical jargon. If you must use special terms, spell and explain them. Be brief. Reporters are looking for short responses. Shorter comments are less likely to be edited.

**3. Be honest.** When you speak as a news source or expert, your credibility and that of your institution is at stake. Be up-front about potentially negative or damaging information. If you don't have the answer, say so. Never say "no comment." Instead, explain briefly why you cannot or choose not to answer.

**4. There is no such thing as "off the record."** If you don't want to hear it on the evening news, don't say it.

**5. Correct your own mistakes and clarify confusing statements.** If you make a mistake in an interview, or if you stray seriously from a question, simply stop and correct the mistake, or ask if you can give another response.

**6. For radio and television interviews, be aware of your surroundings.** Avoid noisy places. For TV interviews, wear simple, solid-colored clothing, and choose an interview location with an interesting background. Look at the interviewer, not the camera. Pause briefly before answering questions.

**7. Assume the microphone or tape recorder is always on.** Don't let down your guard at the end of an interview. See No. 4.

### After the interview

**1. Ask questions.** Make sure the reporter has all the facts straight. For complex or controversial statements, ask the reporter to read quotes back to you for accuracy. Reporters, however, seldom allow sources to approve a full story.

**2. Inquire about the final product.** It's okay to ask when the story will run, but remember that most reporters may not know because the decision is made by their editors.

**3. Give feedback.** Newspapers and magazines run corrections for major mistakes and omissions. If a mistake is minor, it is best to let it go. Serious problems should be brought to the reporter's attention. If a story is well done, compliment the reporter.

## Public Information

News Services and Legal Affairs can answer questions about what is considered public information. More information is on the Web at [www2.ncsu.edu/ncsu/univ\\_relations/pubinfo.htm](http://www2.ncsu.edu/ncsu/univ_relations/pubinfo.htm).

For more information about how to work with members of the media, check out our Web site:

[www.ncsu.edu/news](http://www.ncsu.edu/news)