

Society of Texas Environmental Professionals

Working in a Digital Media World

October 30, 2015



Digital Media



Media are tools we use to communicate.

- Humans use tools, and the tools we use to communicate across distances, across time and to more people at once than we could with our own voice and body are "media." Although the definition could include interpersonal and non-mass media, like the telephone, in common usage we typically have a sense that "media" are for communicating with more than just one person. Traditional examples include books, magazines, newspapers, film, radio, and television.

Digital relates to the use of computers.

- Digital is even easier, in a sense, since it is almost entirely a technical definition and relates to the use of computers – with their "binary" language of on/off, 1/zero, bits and bytes. This is the digital world and includes computers, the software to run them, and the movement and storage of digital information via networks and storage (hard drives and cloud services).

Digital Media



Audio and video recording devices used to capture images both still and moving to enhance a story.

Citizen Media?

- The term **citizen media** refers to forms of content produced by private citizens who are otherwise not professional journalists.
- There are many forms of citizen-produced media including blogs, vlogs, podcasts, digital storytelling, community radio, participatory video and more, and may be distributed via television, radio, internet, email, movie theatre, DVD and many other forms. Many organizations and institutions exist to facilitate the production of media by private citizens including, but not limited to, Public, educational, and government access (PEG) cable tv channels, Independent Media Centers and community technology centers.



What is News

Citizen journalists are encouraged to know these basic guidelines as they develop their story.

- What's the Story?
- Grammatically Speaking (not your childhood diary anymore)
- Appeal to Emotions
- Check and Double Check Facts
- Be Ethical
- Network, Network, Network



What's News

- Will it impact a significant number of people that watch or read the outlet? Will it educate or inform people and be of interest to them.
 - Who
 - What
 - When
 - Where
 - Why
 - How
- 
- Most importantly – you as the subject of the news does not get to decide what is or is not news!

TIPS

- Always be on your best behavior while working in the public view
- Always be courteous when speak with the public
- Be honest – I don't know and I'm not the best person to answer are good answers
- Be helpful – You may want to contact my companies communications department
- Smile and shake there hands
- I am not an authorized spokesperson
- Don't be defensive
- Don't threaten

What not to do

General conduct:

- Don't speak negatively about your company, your client or a competitor in a public place like a restaurant – who is in the next booth over
- Don't create your own restroom – you are your companies brand – please make sure it is worth something
- Don't cuss or swear while talk with the public
- Don't push a camera out of your face, don't run away

Common Sense

Today's media is always there, interacting with the public is now subject to the 5 o'clock news if the cell phone is on. Field employees are ambassadors to the public, like it or not.

- The next STEP meeting will focus on what you can do to ensure that your company looks its best, even under the most trying of times:
- Assume you are being watched (filmed)
- No sarcasm, its not funny when your boss sees it on TV
- Don't run, be polite
- Always be at your best (sounds dumb, but it will make sense – just come learn)
- Show you care

