

# Managing the Media and the Message

**Robert Griffin**  
**Director of Marketing**  
**Memphis in May**  
**International Festival**



**62<sup>nd</sup> Annual IFEA  
Convention, Expo & Retreat**

[www.ifea.com](http://www.ifea.com)

## **About me:**

- **Advertising for 20+ years**
- **National and regional brands**
- **Started this job 54 days from our first and biggest event, Beale Street Music Festival**
- **Communications experience ...but not an expert**



**6 Things that  
Made the  
Difference for  
Me in May**



**Make  
friends with  
the local  
media.**



## **Make friends with the local media.**

- **Learn their names  
(including the  
videographers)**



## Make friends with the local media.

- Learn their names (including the videographers)
- Lay the ground rules



## Make friends with the local media.

- Learn their names (including the videographers)
- Lay the ground rules
- Be available



## Make friends with the local media.

- Learn their names (including the videographers)
- Lay the ground rules
- Be available
- Make them comfortable





**Tell the Truth**



## Tell the Truth

- You don't know what they already know.



## Tell the Truth

- You don't know what they already know.
- You can control the message of the truth.



**If necessary,  
turn the  
question on  
the  
questioner.**



**If necessary, turn the question on the questioner.**

**- This can usually be avoided with the ground rules.**



4

Don't be  
afraid to say  
you don't  
know, but  
**ALWAYS** get  
back to them  
with an  
answer.



4

**Don't be afraid to say you don't know, but ALWAYS get back to them with an answer.**

- They learn you'll come through.



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- Even if the answer is "I'm sorry, we don't release that information."





4

**Don't be afraid to say you don't know, but ALWAYS get back to them with an answer.**

- They learn you'll come through.
- Even if the answer is "I'm sorry, we don't release that information."
- If they can't count on you, they'll find someone else and you no longer control the message.



**Be bold  
enough to  
apologize.**



**Be bold enough to apologize.**

- Respond to each one.



**Be bold enough to apologize.**

- Respond to each one.
- Don't make excuses and it quickly defuses.



**Keep coming  
back to your  
selling points.**



**In the end, it's the festival business; remember to have a good time!**