MEDIA TRAINING
WE WILL COVER...

- Media Training & Media Relations
- Preparing for the Interview
  - Key Messages
  - Body language
  - Voice
- Media Do’s and Don’ts
- Crisis Communications *Sneak Peek*
Media Training is not for the media. It is training provided to an organization spokesperson who may need to communicate on the company’s behalf, to learn how to interact with the media.

Media Relations is the relationship developed between the organization and target media. The goal of media relations is to generate media coverage – articles, interviews, etc. Reporters use you as their source in the story and your organization receives the mention – win, win!
PREPARING FOR THE INTERVIEW
KEY MESSAGES

• Ask yourself: What would you like to see resulting in media coverage?
• Develop 2-3 main talking points – bullet-form, not a novel.
  • For each talking point, have 3 stories and 3 stats to support the point.
• Ask the question you want to answer.
• Quantify your responses – Numbers, unless shocking, aren’t memorable.
• Keep responses short - do not go on tangents!
• Speak to your target audience – not the reporter; the reporter isn’t your audience.
PREPARING FOR THE INTERVIEW

BODY LANGUAGE

- Energy – increase your volume – party face
- Eye Contact – aim for 100% eye contact
- Gestures – incorporate gestures and your words will improve.
  - Seated interviews: keep arms open and ready to gesture. Keep arms on your lap, hands close to knees. Avoid clasping hands – closed form of communication.
  - Standing interviews: keep arms by your side or in front of your torso. Do not place hands in pockets.
PREPARING FOR THE INTERVIEW

- Breathe
- Pace – do not rush complicated information, even if you are excited.
- Do not speak immediately - structure your answer before responding.
- Pitch – make statements – avoid the uptick in your response.
- Tone – say ‘you’re so sweet’ 3 times in 3 different pitches.
- Eliminate verbal fillers – take a short pause instead.
  - Um / Uhh / Like / You know / Okay
  - https://www.youtube.com/watch?v=ZT8G6Qf7Ngo

RECORD Yourself!
MEDIA DO’S

- Bring notes and take notes
- Email reporter background information on State Association
- Answer truthfully
  - If you don’t know the answer to a question, say “I don’t know.” Tell the reporter, “I will find out the answer and get back to you.”
- Give the human answer
- Be yourself!
- Know your best angle
MEDIA DON’TS

- Never say "no comment."
- Never go "off the record."
- Don’t lie or generalize in your responses.
- Don’t repeat a negative question.
- Don’t ask to approve the story before it’s published.
- Never call reporters back by their deadlines.
- DON’T be afraid to say ‘I don’t know’ as a response.*
  - **DO**: “I will find out the answer and get back to you.”

*What happens if you do not know the answer during a LIVE taping?
WHAT HAPPENS WHEN A CRISIS STRIKES

- Media will typically request a statement from your spokesperson(s)
- Time is of the essence
- If you do not respond within 24-hours, a crisis can threaten:
  - People or property
  - Seriously interrupt business
  - Significantly damage reputation
  - Wreck credibility
  - Damage the chiropractic profession
  - Negatively impact the bottom line
CRISIS COMMUNICATIONS SNEAK PEEK

F4CP and COCSA have developed a crisis manual for your Association:

PR 101 Crisis Communications Kit

Official Launch Date: Tuesday, October 25 at 9:00 a.m. ET
For State Association Use Only!
PR Challenges
THANK YOU!

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