Meet the Press: Tips & Techniques for Dealing With the Media
Jim Armour, Summa Strategies Canada Inc.
A Webber Training Teleclass

Meet the Press
Tips and Techniques for Dealing with the Media

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Hosted by Paul Webber
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Session Goals

• Comfort
• Confidence
• Control

Journalism 101

• Professional motivation
• What makes news
• Objectives of a good story
• Working environment
• Rules of the game

Session Goals

• Practical tips on what to do when reporters call
• Crafting a memorable message
• How to maximize your impact and avoid pitfalls
• Getting the best from every interview

Quick Overview

• What to Say - Messaging, Proper Use of Facts and Reaching Your Audience
• How to Say It - Being Memorable, Bridging Away From Trouble, and Avoiding Pitfalls
• Where to Say It - Interviews (Print, Radio and Television), News Conferences and Scrums

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What to Say

• State It
• Support It
• Simplify It

State It

The Golden Rule
Never try to wing it. Always take the time to draw up a quick plan.

State It

THE MESSAGE BOX

<table>
<thead>
<tr>
<th>What we are saying about ourselves or our issue</th>
<th>What they are saying about themselves or their issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>What we are saying about them</td>
<td>What they are saying about us</td>
</tr>
</tbody>
</table>

State It

Start with a positioning statement. What's the one thing you want them to remember.

State It

Know Your Audience

Support It

• Why people should care
• Facts good. Figures bad.
• Personalize things.

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Simplify It

- Stick to the basics and use analogies. Try to be a poet and not a PhD.

Summary

- State It
- Support It
- Simplify It

How to Say It

Think in Sound Bites

- Brief - 7 Seconds or 10 Words
- Self-contained
- No jargon or acronyms
- Be colourful

How to Say It

- Taking the discussion from hostile to friendly territory by smoothly transitioning into an area that fits your agenda

How to Say It

How to Bridge Successfully

- Listen carefully to the question and answer, acknowledge or refute what you can
- Use a transition phrase that will help you get things back on track.
- "I hear what you're saying, but"; "I can't speculate on that, but"; "On the contrary, the real issue is"; or "Another challenge that comes into play ..."

How to Say It

Remember to Bridge and NOT Block

- If you look like you're trying to hide the truth or avoid the question entirely, then you are in trouble.

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How to Say It

Answering difficult questions

- You can't ignore a tough question
- If you don't know the answer, say so
- If you can't answer, explain why
- Don't appear glib, dismissive or cold
- Stand your ground

How to Say It

Avoiding the Traps

- Loaded questions
- Hypothetical questions
- Dead air
- Playing dumb
- Between friends
- Personal opinion

Where to Say It

Face-to-Face (Print or Radio)

- Your body language says a lot
- The environment counts
- Know the issue in depth
- Remember that the reporter will talk to people with opposing views

Where to Say It

By Phone (Radio)

- Your tone and pace are important - stand up!
- Hard line without call waiting
- Minimize distractions

Where to Say It

Live Radio

- Talk to the Interviewer
- Listen to the questions
- Keep it conversational

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Where to Say It

Live Television
• Impressions are everything
• Eyes on the interviewer, not the camera
• Body language and voice
• Looks matter

Where to Say It

The "Double-Ender"
• Eyes in the centre of the lens
• The camera is always on
• Get comfortable with the earpiece
• There’s a crowd
• Wait for the “All Clear”

Where to Say It

News Conferences
• Opening statement (5 min); Q&As (10-20 min); Ability to adjust your message; and Follow-up interviews

Where to Say It

Scrum
• Reporters and cameras jostling; Mood a little testy; Questions coming fast and furious; and you are the rugby ball!

Dressing for TV

Colours; Patterns; Bling; Make-up and Minimizing Distractions

Where to Say It

Scrum
• Stay calm and be brief
• Body language, tone and pace are important
• Tricks to staying in control
• Always have an exit strategy

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Conclusion

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07 May
Free WHO Teleclass...Europe: Keeping the Hand Hygiene Agenda Alive: Acting on Data and the Influence of Global Surveys
Speaker: Prof. Didier Pittet, World Health Organization
Sponsored by WHO First Global Patient Safety Challenge – Clean Care is Safer Care

10 May
Best Practices for Eliminating CAUTIs
Speaker: Robert Garcia, Stoney Brook Medical Center, New York
Sponsored by Sage Products Inc. (www.sageproducts.com)

17 May
Bug Basics – Essential Microbiology for Everyone
Speaker: Jim Gauthier, Providence Continuing Care, Kingston

24 May
Healthcare Workplaces – Moving from Discord to Patient-Centered
Speaker: Dr. Irwin Rubin, Tenness Inc, Honolulu

31 May
Infection Prevention for Outpatient Settings: Minimum Expectations for Safe Care
Speaker: Dr. Melissa Schaefer, Centers for Disease Control and Prevention, Atlanta
Sponsored by Virox Technologies Inc (www.virox.com)

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