



Karen Friedman
— ENTERPRISES —
CREATING COMPELLING COMMUNICATORS

**ENGAGE & INFLUENCE
YOUR AUDIENCE FOR
MAXIMUM IMPACT**

ADVANCED MEDIA TRAINING



ADVANCED MEDIA TRAINING

MESSAGING

CRISIS
TRAINING

MEDIA
MINDSET

DELIVERY

**ENGAGE & INFLUENCE YOUR
AUDIENCE FOR MAXIMUM IMPACT**

WHAT THE MEDIA WANTS:

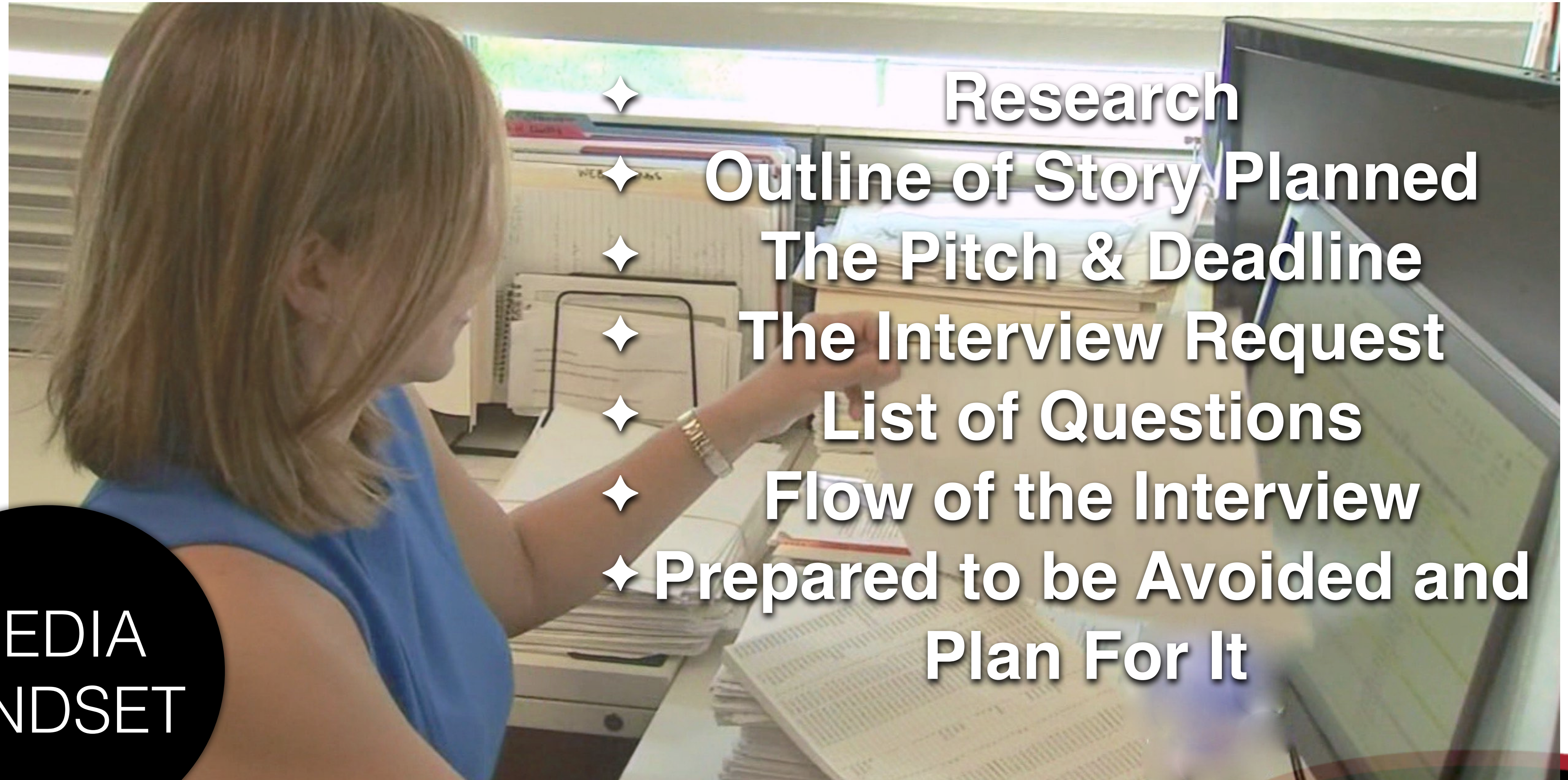
MEDIA
MINDSET

- ◆ INFORMATION
- ◆ EMOTION
- ◆ OPINION
- ◆ SOUNDBITES
- ◆ STORIES

CORONAVIRUS PANDEMIC

WENDY SALTZMAN

HOW REPORTERS PREP FOR AN INTERVIEW:

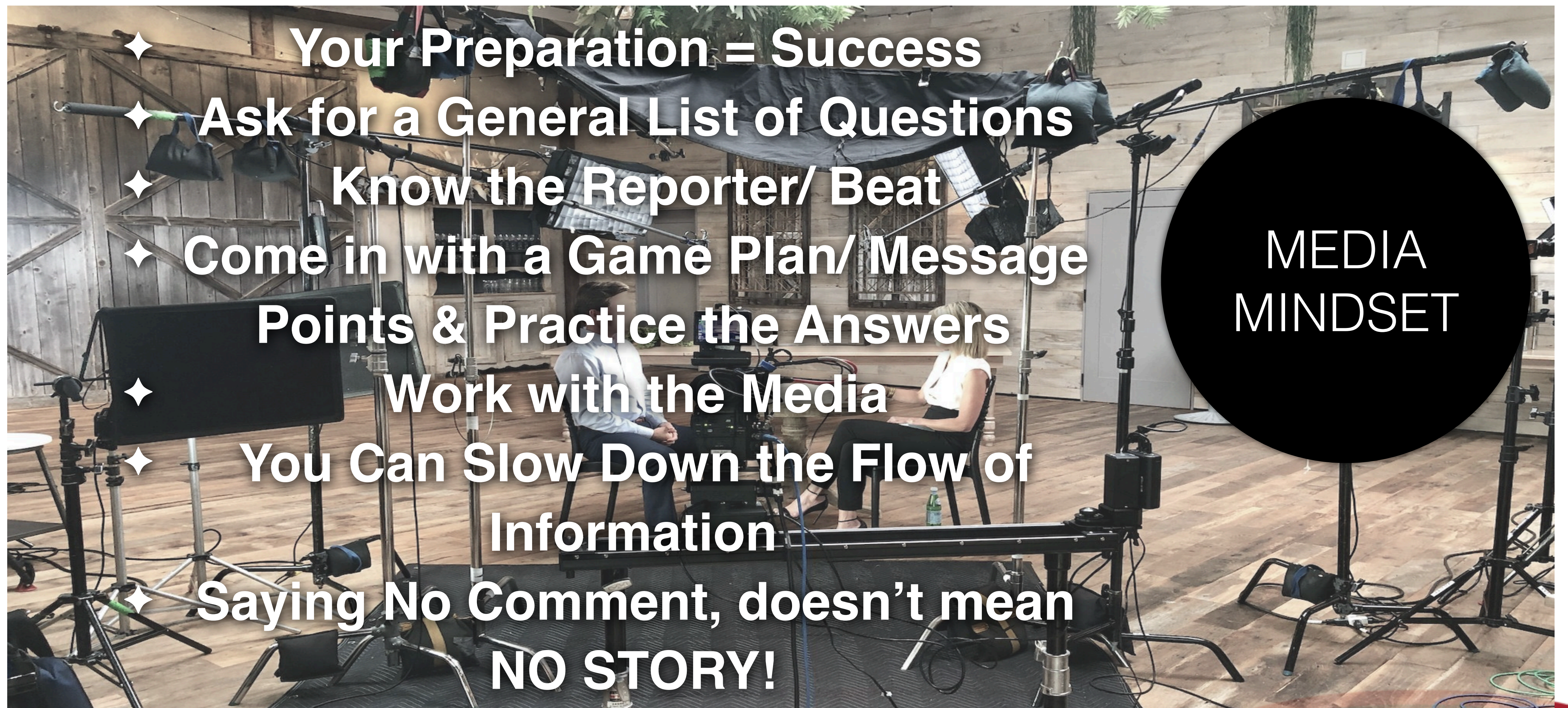


Research

- ◆ Outline of Story Planned
- ◆ The Pitch & Deadline
- ◆ The Interview Request
- ◆ List of Questions
- ◆ Flow of the Interview
- ◆ Prepared to be Avoided and Plan For It

MEDIA
MINDSET

HOW YOU SHOULD PREP FOR AN INTERVIEW:



- ◆ Your Preparation = Success
- ◆ Ask for a General List of Questions
- ◆ Know the Reporter/ Beat
- ◆ Come in with a Game Plan/ Message Points & Practice the Answers
- ◆ Work with the Media
- ◆ You Can Slow Down the Flow of Information
- ◆ Saying No Comment, doesn't mean **NO STORY!**

MEDIA
MINDSET



TAKEAWAY TIPS FOR PHONE, TV & RADIO INTERVIEWS:

MEDIA MINDSET

- ◆ **Understand Parameters. Live or Tape, How Long? Where Airing?**
- ◆ **Think in Soundbites**
- ◆ **Stick to Your Key Message Points**
- ◆ **Turn Off Other Phones, Outside Interruptions & Find a Quiet Space**
- ◆ **Stand Up When You're Speaking if Possible, Stationary Chair for TV**
- ◆ **Allow the Interviewer to Finish Questions Before Answering**
- ◆ **Speak in Complete Sentences**

FINAL THOUGHTS:

- ◆ **Reporters can help get your message out**
- ◆ **You might not have all the answers a reporter is looking for & that's ok!**
- ◆ **Likewise, you don't have to share everything that you do know with the media**
- ◆ **Don't just give the facts; tell reporters what you've experienced. Stories - "Here's what I saw...."**



**MEDIA
MINDSET**

ADVANCED MEDIA TRAINING

The graphic features a white background with a large, stylized profile of a human head on the left and a stack of several smaller, overlapping white profiles on the right. A central horizontal band contains four black circles, each with a white text label. The circles are connected by a series of thin, grey, wavy lines that create a sense of movement and flow. The overall design is clean and professional, with a focus on communication and media training.

MESSAGING

CRISIS
TRAINING

MEDIA
MINDSET

DELIVERY

**ENGAGE & INFLUENCE YOUR
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DON'T BURY THE LEAD

Information

Statistics

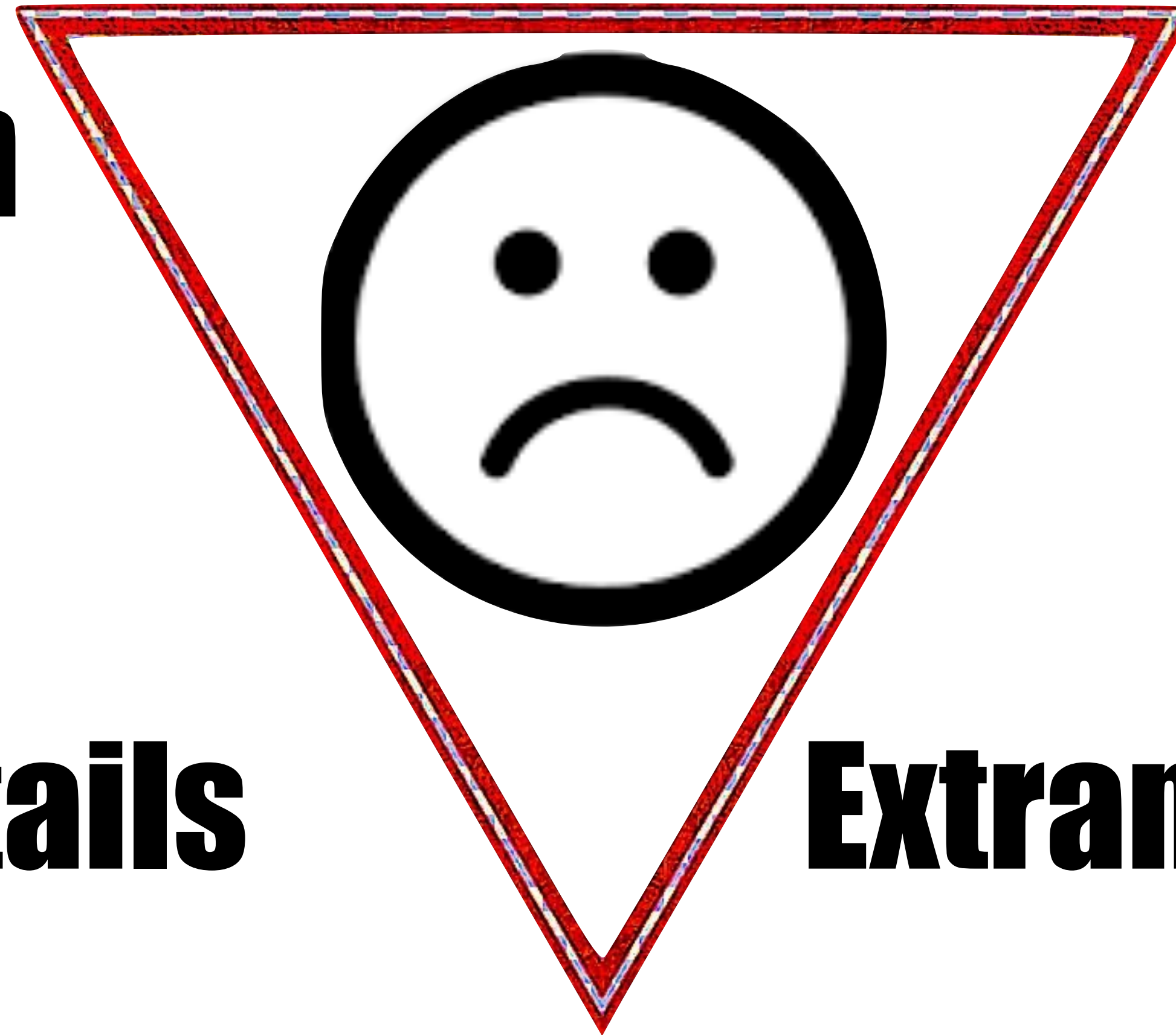
Facts

Numbers

Details

Extraneous Data

LEAD/HEADLINE



LEAD / HEADLINE

Stories

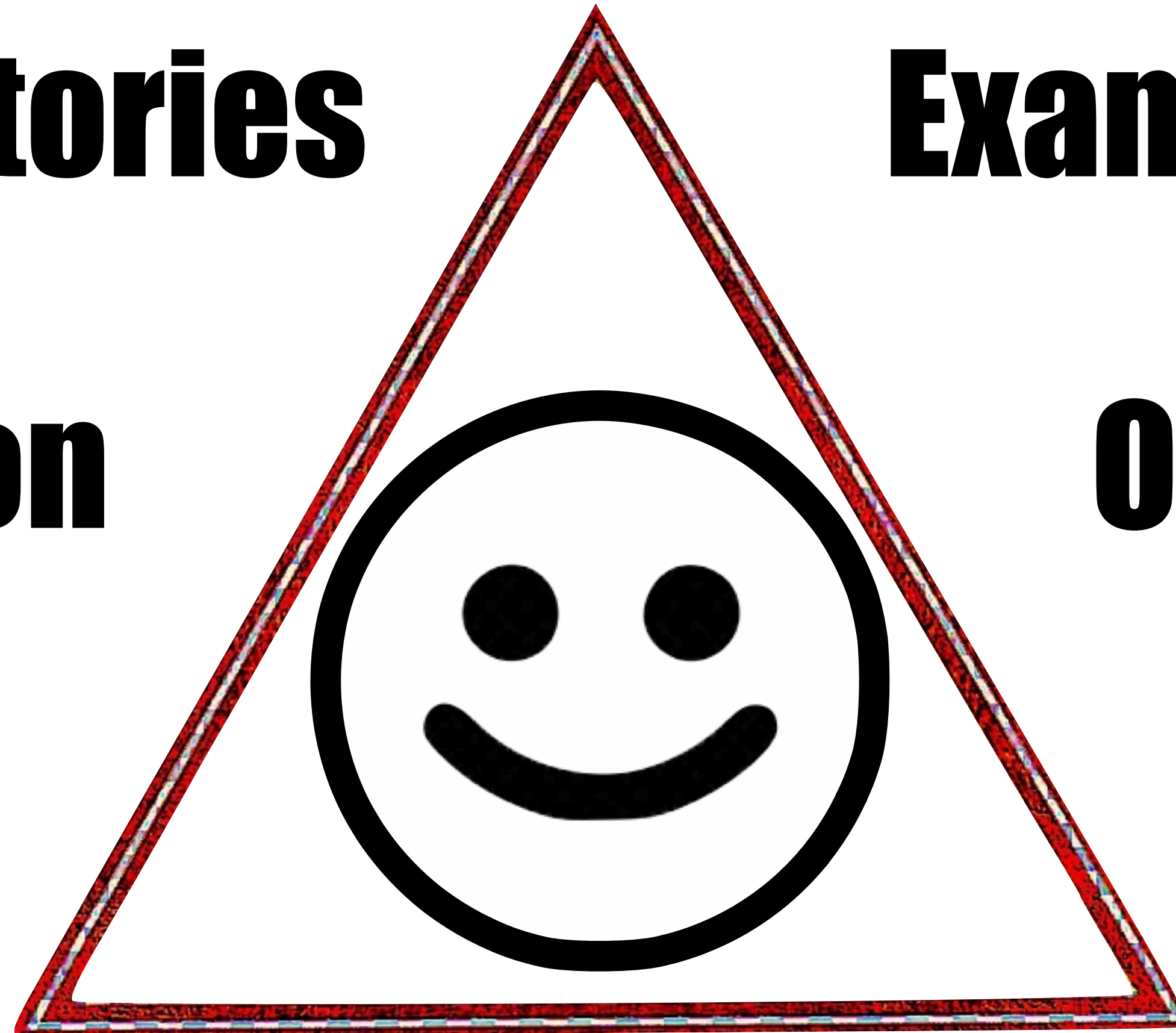
Examples

Emotion

Opinions

Visuals

Call to Action



Takeaway

THINK THEME- FIRE ALARM DRILL: If the fire alarm went off and your audience could only hear one thing, what would that be?



STORY HOUSE

**LEAD / HEADLINE
KEY MESSAGE**

SUPPORTING POINTS

1

2

3

TAKEAWAY

MESSAGING

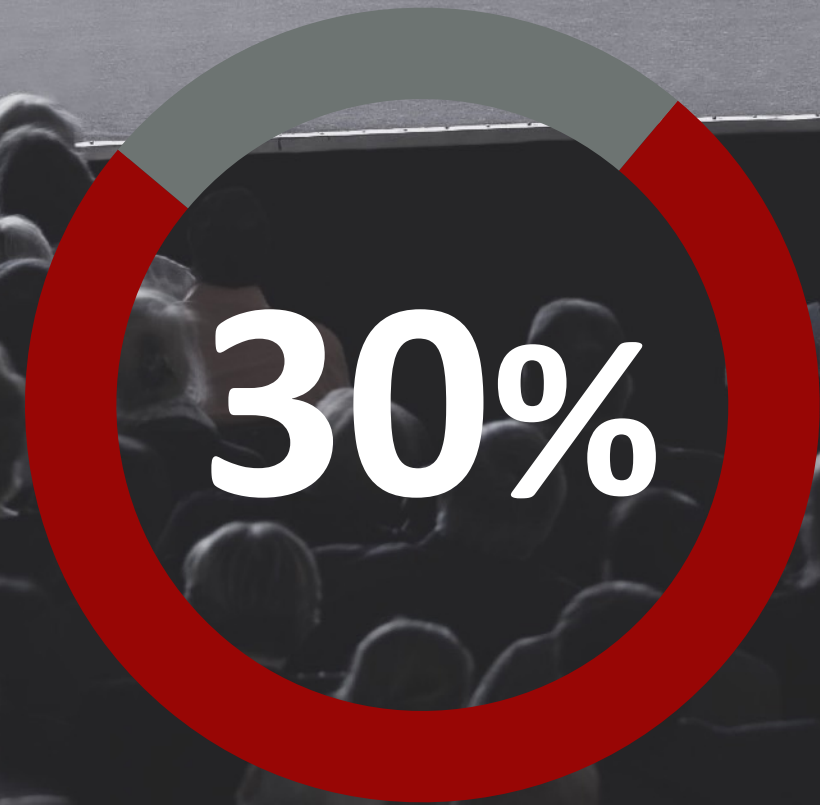
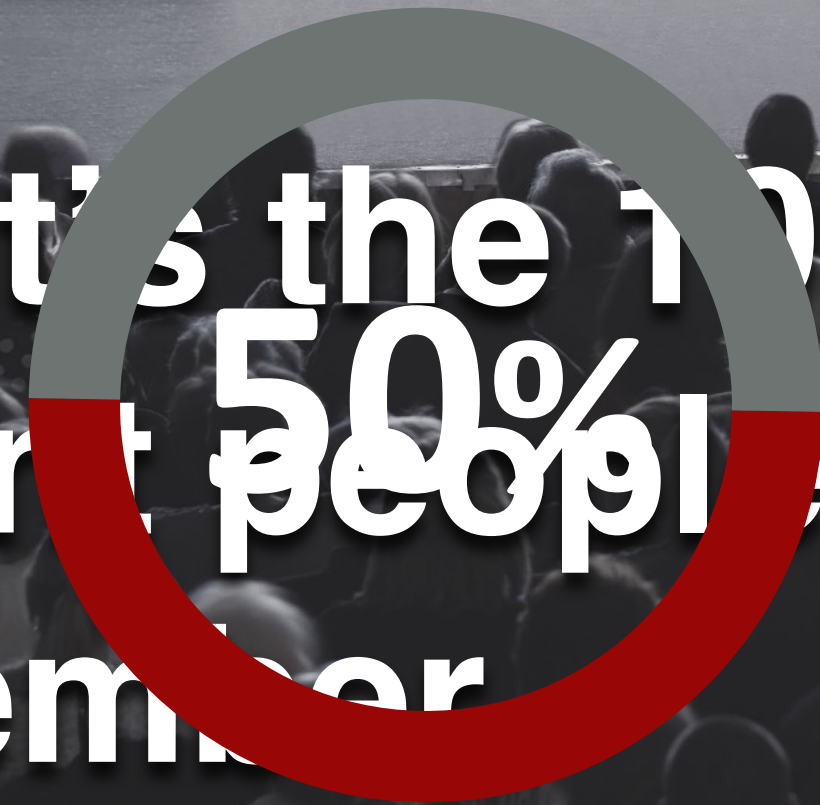
How Much Do People Remember?

RIGHT AWAY

NEXT DAY

1 WEEK

So what's the 10%
you want people
to remember



MESSAGING

P-A-S-T-E

PICTURES

ANALOGIES

STORIES

THIRD
PARTY

EXAMPLES

MESSAGING

STICKY
GLUE

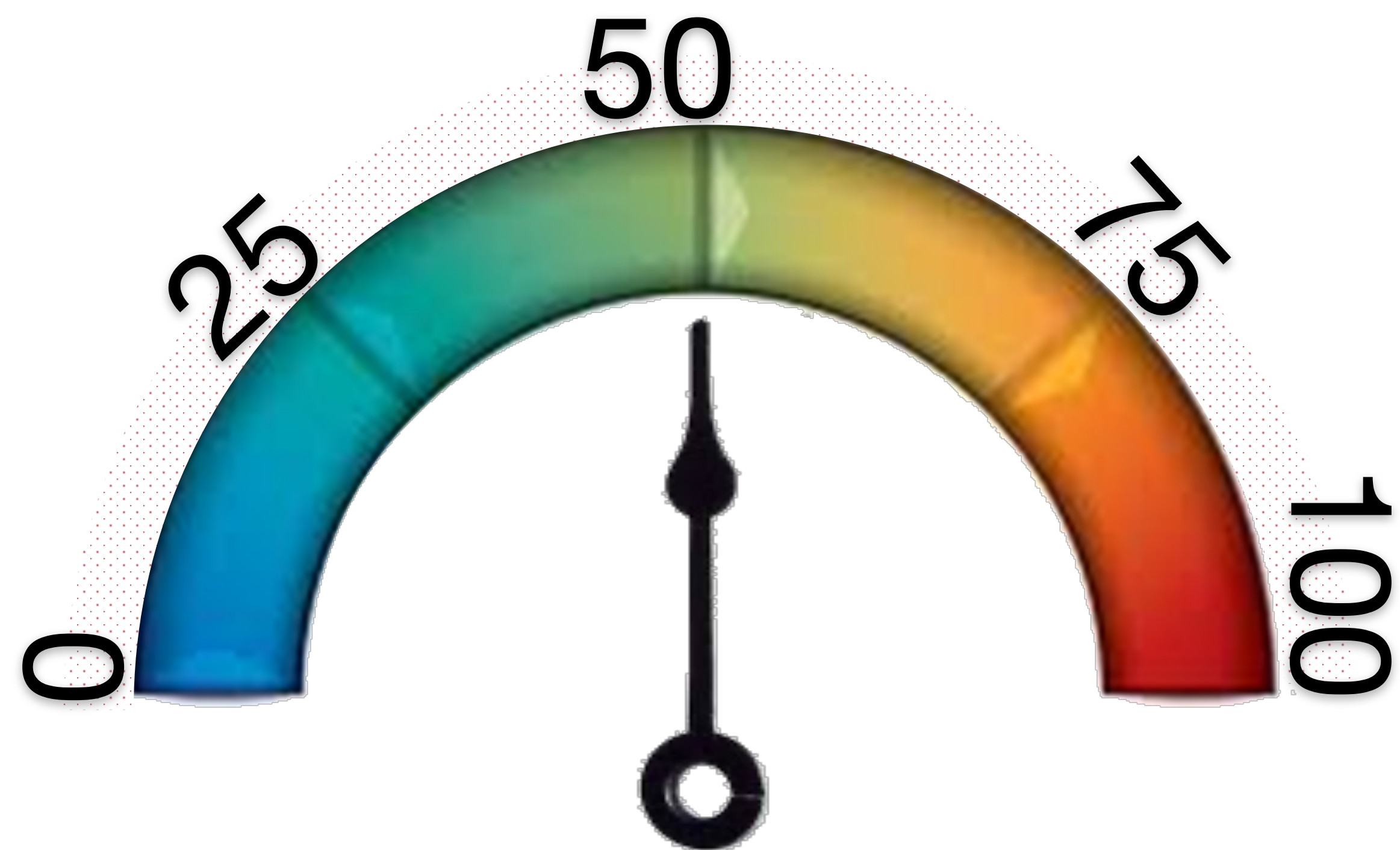


HOW YOUR BRAIN WORKS



Research shows people are more likely to connect and take action after hearing an impactful story

Make Me Care Meter



KEY TAKEAWAYS

MESSAGING

To Engage Your Audience:

- ◆ **Focus on the Audience**
- ◆ **Don't Bury the Lead**
- ◆ **Create Message Points**
- ◆ **Use Stories & Examples**
- ◆ **Add Value**

ADVANCED MEDIA TRAINING



MESSAGING

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DELIVERY

**ENGAGE & INFLUENCE YOUR
AUDIENCE FOR MAXIMUM IMPACT**


What Factor Most Impacts the Audience's Perception of Your Speech?

55% Gestures

38% Tone of Voice

7% Words

93% is NON VERBAL!



DELIVERY

DELIVERY

- ◆ **Identify and Remove Any Nervous Habits**
- ◆ **Replace “Um’s” with Silence**
- ◆ **Open Your Mouth to Prevent Mumbling**
- ◆ **Don’t Use Jargon**
- ◆ **Don’t Read or Memorize**
- ◆ **Practice, Practice, Practice**

DELIVERY

- ◆ **Pause, take a Breath & Slow Down**
- ◆ **Nervous People Speak Faster, with a Higher Pitch**
- ◆ **Place Period at the End of a Sentence.**
- ◆ **Project Your Voice**
- ◆ **Pretend You're Speaking with a Friend**
- ◆ **SMILE!!**

ADVANCED MEDIA TRAINING

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**ENGAGE & INFLUENCE YOUR
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CRISIS PLANNING

- ◆ **Create A Crisis Plan**
- ◆ **Examine Possible Scenarios**
- ◆ **Crisis Timeline**
- ◆ **Communicate Openly, Honestly,
Consistently And With
Transparency**
- ◆ **Build Trust Beforehand**
- ◆ **Train Key Staff**



CRISIS
TRAINING

WHAT IS BLOCKING?

- ✦ **Quickly acknowledging a reporters question, before you pivot the direction of the interview**
- ✦ **Use blocking when a reporter has wandered off YOUR message**
- ✦ **Helps avoid unwelcome or unproductive questions**
- ✦ **Or when questions switched to a controversial issue and you want to get back on message**
- ✦ **Allows YOU to control the message & to tell YOUR story**

CRISIS
TRAINING



WHAT IS BRIDGING?

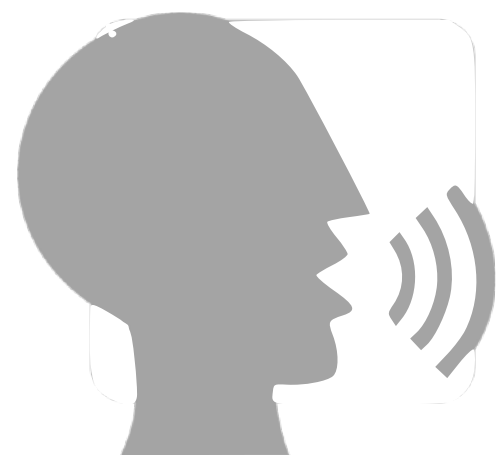
CRISIS TRAINING

- ◆ **Transitioning from a question you may not like, to an answer that you want to give**
- ◆ **Block the question, and bridge to your preferred message**
- ◆ **Used to either introduce a new point or reinforce your message**



BRIDGING EXAMPLES

CRISIS TRAINING



- ◆ **“That’s not my area of expertise, but here’s what I can tell you...”**
- ◆ **“I can’t speculate about that, but here’s what I know...”**
- ◆ **“We understand the need for...”**
- ◆ **“I understand people are feeling...” (upset, scared, etc.)**
- ◆ **“I can’t speak to that Agency/Company, but here’s what I know about my company...”**
- ◆ **“Let me tell you what we are doing now...”**

HOW TO BLOCK & BRIDGE

- ◆ **Answer, Transition, Message (A-T-M)**
- ◆ **Talking points are your friend**
- ◆ **Build verbal bridges from the questions asked to the answers you want to give**
- ◆ **Reinforce your message as often as necessary!**
- ◆ **Stay Positive**



**CRISIS
TRAINING**

FLAGGING

Highlight the answer (again)...

- ◆ **“The most important point it is...”**
- ◆ **“The real issue is...”**
- ◆ **“What’s important to remember is...”**
- ◆ **“Another way to look at it is...”**
- ◆ **“Let’s take a step back here...”**
- ◆ **“Let me re-emphasize something I said earlier...”**



**CRISIS
TRAINING**

STICK WITH WHAT YOU KNOW

CRISIS TRAINING

- ◆ **If you don't know the answer, it's ok**
- ◆ **Show empathy, compassion**
- ◆ **Show how you are helping**
- ◆ **Give a strong call to action**
- ◆ **Tell a story about what you've seen**
- ◆ **STOP.**

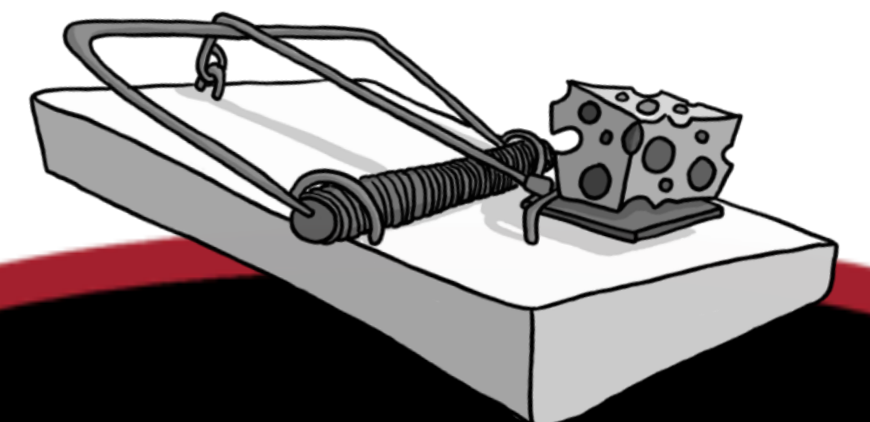


TRAPS OF THE TRADE

CRISIS TRAINING

A Reporter Asks You To....

- ◆ **Respond to Someone Whose Criticized You Without Naming Them**
- ◆ **Criticize Other People or Agencies**
- ◆ **Grade Your Response or Work**
- ◆ **Comment on Something Negative**
- ◆ **Comment on Issues Out of Your Scope or Expertise**



EXPERT TIPS

- ◆ **It's okay to acknowledge uncertainty and frustration**
- ◆ **It's okay to say "let me get back to you..."**
- ◆ **It can help to explain the process**
- ◆ **It's good to talk about your own experiences**
- ◆ **A good story goes a long way!**

CRISIS
TRAINING



GET OUT IN FRONT OF THE MESSAGE

**Use Social Media to
Your Advantage
And Know Your
Downfalls**



**CRISIS
TRAINING**



SOCIAL MEDIA IN A CRISIS

- ◆ **Create A Social Media Policy**
- ◆ **Provide A Real Time Response**
- ◆ **Prevent Misinformation**
- ◆ **Provide Assistance**
- ◆ **Communicate Often**
- ◆ **Monitor Online Sentiment**
- ◆ **Mobilize Resources**
- ◆ **Evaluate Your Response**



**CRISIS
TRAINING**

SOCIAL MEDIA IN A CRISIS

Thanks to repair crews
working around
the clock



BRITISH
COLUMBIA

Jessica Bridge - Initial, Ministry of Transportation



governmentofbc • Follow



governmentofbc Crews have been working around the clock in very challenging conditions to repair our roads. Thanks to their efforts, the Coquihalla will reopen to essential traffic (commercial and intercity buses) on Monday December 20. This is a significant milestone for reactivating our supply chains, and will help traffic on Hwy 3 to return to more normal levels. Learn more: gov.bc.ca/emergencyorders (Link in bio)

#BCStorm #BCFlood
#BritishColumbia

Edited · 72w



powell.tanja Wow Mother Nature



38,337 views

DECEMBER 15, 2021



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Post

CRISIS
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Did You Know...

**Public
Speaking is
the #1
FEAR!**



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Questions?

