

LIGHTS, CAMERA, CONFIDENCE MEDIA TRAINING 101

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- Requests are inevitable
- Ensures message control
- Shapes public image
- Prepares for crises
- People are clamoring for info
- Reframe

WHY DOES THIS MATTER?

A REQUEST OCCURS…



- Designate a point person for all requests to funnel through.

- If a media request relates to your area of expertise, you may be asked to contribute your insight or support as part of the response.

TWO TYPES OF MEDIA REQUESTS

Celebrating success / raising awareness

Reporting on a concern or crisis management

NEXT STEPS

Before the Interview:



Create a fact sheet



2-3 points of our core messages



Clear and compelling

Answer the 3 big questions:

- What do we know?
- When did we know it?
- What are going to do about it?

NEXT STEPS

During the interview

1. Limit going off the cuff
2. If you don't know, offer to follow up
3. Stay aware from lying or speculating.
4. Shift nerves to your valuable message
5. Embrace imperfection



REMEMBER….

- The average news story is 25 seconds long.
- Short, simple, concise
- Practice weaving core messaging into your conversations now



PUTTING INTO ACTION

Group 1

Good: Interview request to highlight the work Senior Centers do to combat social isolation.

Challenge: Media inquiry about poor delivery service by a contracted provider.

Group 2

Good: An inquiry to learn more about your organization's efforts to employ and support a diverse workforce and how these practices benefit both your team and the community you serve.

Challenge: How will your organization meet the increase demand of older adult services with less funding?

Group 3

Good: Media inquiry about how your organization just won a national award for their work around Caregiver support.

Challenge: A media inquiry about a client who was denied transportation services.