



SKY LAKES
MEDICAL CENTER

LIFE : HEALING : PEACE

Dealing with the Media

Getting your message heard

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Getting your message heard

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Klamath Falls

Welcome

Purpose and Objective

How to get maximum benefit from media

Purpose and Objective

How to get maximum benefit from media

Prepare when it's (relatively) calm

Purpose and Objective

How to get maximum benefit from media

Prepare when it's (relatively) calm

Practice before the crisis

Purpose and Objective

How to get maximum benefit from media

Prepare when it's (relatively) calm

Practice before the crisis

Planning for the worst

What we'll cover

What we'll cover

AB2C

What we'll cover

AB2C

7 general strategies

What we'll cover

7 points for interviews

What we'll cover

7 points for interviews

The 6 "P's"

What we'll cover

8 tips for good media relations

What we'll cover

5 rules for crisis communications

What we'll cover

The Primary Rule for PIOs

What we'll cover

AB2C

7 general strategies

7 points of interviews

The 6 "P's"

8 tips for media relations

5 rules for crisis communications

The Primary Rule for PIOs

Who are we?

Meet your buddy

Who are we?

Meet your buddy

Introductions

Who are we?

Meet your buddy

Introductions

“Pop quiz”

Dealing with the Media Preparation

Preparation

Know who you're working with

Media:

a) Are evil muckrakers

b) Thoughtful people just doing a job

Media:

- a) Can be your best friend
- b) Can be your worst nightmare

Media:

- a) Always get it wrong
- b) Never get it all

Media:

a) Are evil muckrakers

b) Thoughtful people just doing a job

Answer: Both, depending

Media:

a) Can be your best friend

b) Can be your worst nightmare

Answer: Both, but it's up to you

Media:

- a) Can be your best friend
- b) Can be your worst nightmare

Answer: Both, but it's up to you

Corollary: "They need me more than
I need them."

Media:

a) Always get it wrong

b) Never get it all

Answer: Neither, but it's up to you

Preparation

Know your product

Preparation

Know your product

What is news?

Preparation

Know your product

What is news?

Who decides?

Who decides?

You

Test: “Why should my audience care?”

Who decides?

You

Test: “Why should my audience care?”

Reporter

Test: “So what?”

Who decides?

You

Test: “Why should my audience care?”

Reporter

Test: “So what?”

Editor

Test: “So what does it mean to my
(publication/station)?”

Read

Watch

Listen

What reporters do
Ask questions

What reporters do

Ask questions

Write stories

Who

Who

What

Who

What

When

Who

What

When

Where

Who

What

When

Where

Why

Who

What

When

Where

Why

How

Who

What

When

So what?

Where

Why

How

AB2C

AB2C

Accuracy

AB2C

Accuracy

Brevity

AB2C

Accuracy

Brevity

Clarity

AB2C

Accuracy

Brevity

Clarity

Consistency

7 Strategies

7 Strategies

Be honest

7 Strategies

Be honest

Avoid jargon

7 Strategies

Be honest

Avoid jargon

Don't guess

7 Strategies

Be honest

Avoid jargon

Don't guess

Make your point early

7 Strategies

Be honest

Avoid jargon

Don't guess

Make your point early

Honor deadlines

7 Strategies

Be honest

Avoid jargon

Don't guess

Make your point early

Honor deadlines

“Off the record”

7 Strategies

Be honest

Avoid jargon

Don't guess

Make your point early

Honor deadlines

“Off the record”

Answer directly

6 P's

Prepare

6 P's

Prepare

Positive

6 P's

Prepare

Positive

People

6 P's

Prepare

Positive

People

Point

6 P's

Prepare

Positive

People

Point

Project

6 P's

Prepare

Positive

People

Point

Project

Practice

6 P's

Prepare

Positive

People

Point

Project

Practice

An exercise

8 Tips for Good Media Relations

8 Tips for Good Media Relations

It's not about you

8 Tips for Good Media Relations

It's not about you

No “no comment”

8 Tips for Good Media Relations

It's not about you

No “no comment”

Avoid yes / no answers

8 Tips for Good Media Relations

It's not about you

No “no comment”

Avoid yes / no answers

Use common language

8 Tips for Good Media Relations

It's not about you

No “no comment”

Avoid yes / no answers

Use common language

The “answer test”

8 Tips for Good Media Relations

It's not about you

No “no comment”

Avoid yes / no answers

Use common language

The “answer test”

Never “shade” information

8 Tips for Good Media Relations

It's not about you

No “no comment”

Avoid yes / no answers

Use common language

The “answer test”

Never “shade” information

Do not assume

8 Tips for Good Media Relations

It's not about you

No “no comment”

Avoid yes / no answers

Use common language

The “answer test”

Never “shade” information

Do not assume

“Game on”

8 Tips for Good Media Relations

It's not about you

No “no comment”

Avoid yes / no answers

Use common language

The “answer test”

Never “shade” information

Do not assume

“Game on”

Don't argue

8 Tips for Good Media Relations

It's not about you

No “no comment”

Avoid yes / no answers

Use common language

The “answer test”

Never “shade” information

Do not assume

“Game on”

Don't argue

Humor is risky

“Everything speaks”

Confident but not condescending

“Everything speaks”

Confident but not condescending

Authoritative but not abrasive

6 P's

Prepare

Positive

People

Point

Project

Practice

Replay exercise

5 Tips for Crisis Communication

5 Tips for Crisis Communication

Define: “Crisis”

5 Tips for Crisis Communication

Define: “Crisis”

Define your (organization’s) reaction

5 Tips for Crisis Communication

Define: “Crisis”

Define your (organization’s) reaction

“It depends”

5 Tips for Crisis Communication

Have a workable plan

5 Tips for Crisis Communication

Have a workable plan

Deal with the crisis head-on

5 Tips for Crisis Communication

Have a workable plan

Deal with the crisis head-on

Respond immediately

5 Tips for Crisis Communication

Have a workable plan

Deal with the crisis head-on

Respond immediately

Remember AB2C

5 Tips for Crisis Communication

Have a workable plan

Deal with the crisis head-on

Respond immediately

Remember AB2C

Never go “off the record”

5 Tips for Crisis Communication

Have a workable plan

Deal with the crisis head-on

Respond immediately

Remember AB2C

Never go “off the record”

(Unless it suits your purpose)

6 P's

Prepare

Positive

People

Point

Project

Practice

Another exercise

End Notes

End Notes

Avoid paralysis by perfection

End Notes

Avoid paralysis by perfection

“Right or wrong, do something”

End Notes

Avoid paralysis by perfection

“Right or wrong, do something”

Be prepared

End Notes

Avoid paralysis by perfection

“Right or wrong, do something”

Be prepared

“Practice like you fight,
fight like you practice.”

The Primary Rule

The Primary Rule

Keep cool, don't freeze

Questions?

Thank you!

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Getting your message heard