

# Advocacy training

## Media & Communications Training

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# Disclosure

Nothing to disclose

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## Media & Communications Training: Goals

To provide participants with:

An understanding of the best ways to develop and use key messages

Strategies for successful interviews

Practice working on the fundamental media skills

The basic skills to know how and when to use the media to support your advocacy goals

Tips on how to maintain a lasting relationship with the press

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# Developing Key Messages

Key Messages are the cornerstone to successful Media Relations

Are short, memorable, compelling, and easy to understand

Are your essential talking points

Describe the most important points of your Action Plan Objective

Are repeated as often as possible

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# Developing Key Messages

Part of developing a Key Message is also defining:

- Your target market

- Goals, measurements, and outcome

- Timing

Effective Key Messages are:

- Timely

- Relevant

- Newsworthy

- Memorable

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# Developing Key Messages

## Keep it Simple

Avoid technical, insider or medial jargon

Test: If your family can understand your Key Message, then you're on the right track

## Limit it to 3 Points

It's difficult to remember more than 3 messages

More memorable = more effective

## Be Consistent

Avoid changing your Key Messages

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# Bridging to Key Messages

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When off topic, use this technique to “bridge” back to your Key Message

What’s important to remember...

Oh, that reminds me...

That’s not my area of expertise, but X is...

Let me add...

Before I forget...

Good point. You may also be interested to know...

At this point, some additional background may be useful...

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# When to use the Media

When would media exposure be useful?

Where does it fit into your Action Plan

Think about which type of Media your Action Plan calls for

Print, TV, Radio, Online, or combination?

Media can play either a:

Central role (efforts to raise public awareness) or

Supporting role (increasing your profile may have indirect benefits to your Action Plan)

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# Media Interview Tips

Be yourself - You are the expert

- Be prepared / know your facts

Anticipate tough or controversial questions

Remember that reporters often do not understand the issue or terminology

Answer questions in simple terms

Avoid jargon, abbreviations, and acronyms

Target your answers to your audience

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# Media Interviews Tips

Give your answers in a complete sentence

Stay away from one word answers

Avoid seeming combative or like you have something to hide

With reporters, nothing is “off the record”

Look at an interview request as your opportunity to convey “YOUR” message

Continuously bridge back to your Key Message or Issue

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# Media Interviews Tips

Even if you can't speak to the entire scope of the interview

You may be asked the same question in different ways, and

*Example:* You are asked if you support X proposal on the

# On-Camera Interviews

Ask questions before the interview begins

Look at the interviewer, not the camera

Don't worry about stumbling

If the interview is taped, ask to start over

If interview is live, simply correct yourself and move on

Look relaxed

Keep it conversational

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# Radio Interviews

## Ask questions prior to start of interview

Before going on air, ask how much the interviewer knows about

Ask to know what general questions will be asked

## Speak in short sentences

Try to state your position in 10 seconds or less

Use short declarative statements

## Speak in listener terms

Keep it interesting & relevant to the listeners

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# Building Strong Relationships

**Fact:** Reporters are more likely to call you for your opinion when they know you

Introduce yourself to the reporters who cover your issues

Promptly return calls

Timeliness is key; act quickly on requests for information or they will find someone else

Develop Fact Sheets

Provide summaries of your Issue and interview contacts

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# Press Releases

Use a press release when you want to promote an outcome

Press Releases should be:

- News-worthy (Have a local focus/human interest)

- Accurate, Clear and Concise

- Targeted to Specific Media

- Personalized

- Include contact information

- No more than one page

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