



Because the World is Counting on Us.

MASTER CLASS

Media Training 101

Worksheet

Media Training 101 Template

VIDEO 1: INTRO

VIDEO 2: CREATING THE BUILDING BLOCKS OF VISIBILITY

VIDEO 3: WHAT TO DO WHEN THE MEDIA CALLS (1 of 2)

VIDEO 4: WHAT TO DO WHEN THE MEDIA CALLS (2 of 2)

VIDEO 5: LET'S MAKE SOME NOISE

CREATING THE BUILDING BLOCKS OF VISIBILITY

(video 2 of 5)

Why Does Visibility Matter?

- Credibility
- Authority
- Reach

Building an army of the engaged means the more people who know what you do the more are invited to do more. Cast a wide net. Here are some tools for your toolbox.

Building Block #1

Create a media list (spreadsheet or database)

Use your resources: An intern, volunteer, or working board member can help you

Getting Started: Think about who is writing about your organization, outlets that talk about services that are in some way related to what your organization does.

What that means: Scope out major outlets' capture key names and contacts for news editor, section editor, OpEd person, letters to the editor

Your Notes:

Building Block #2

Analyze coverage

How is your local media covering your issue? Who is doing great work? What is problematic in the sector (i.e. reinforcing negative stereotypes)?

Use this analysis to talk to someone in the sector and offer them your insights on the coverage. Offer ideas, feedback, kudos and how to fill gaps.

Notes:

Building Block #3

Engage in relational outreach

Pickup the phone and be the expert that these writers, journalists or reporters need in order to do a great job. Consider having coffee, creating a press briefing, bringing people together to educate others to cover your issue well.

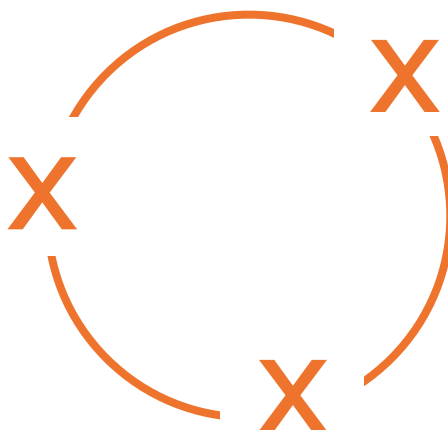
Notes:

WHAT TO DO WHEN THE MEDIA CALL

(Video 3 of 5)

Ten Things To Remember About A Media Interview

- 1) Ask questions of the producer during your pre-interview (you can and you should)
 - A. Confirm what the piece is about
 - B. How long will the piece be?
 - C. Who will be the host
 - D. Will both of us be in the studio
- 2) Research the interviewer
 - A. Spend 10 mins watching a few clips on line to see how they handle interviewers.
- 3) Create your three main points
 - A. What I call the “I will kick myself if these don’t get out there”
 - B. Imagine them in a circle



- 4) A debate is not a debate.
 - It's two monologues. You are not responding to his points unless they bring you to one of your magic three.
- 5) Create an opening statement.
 - It should incorporate your three main points. You WILL be asked “What do you think?” You need a 45 second – that’s about 100 words – You can almost memorize it. There is no reason not to nail this.

- 6) Practice.
 - Lots of nonprofit EDs think they can do this on the fly. I'm here to tell you you cannot. Even if you have 15 minutes to prep for a print interview....
- 7) Reach the masses
 - That means NO JARGON. Talk as if you were addressing your mom.
- 8) Smile.
 - Folks respond to friendly faces and your voice sounds different when you smile.
- 9) Personalize.
 - Tell a story. Bring the issue to life. Use a real name if you can
- 10) Grab as much screen time as possible.
 - Just keep talking. Let interviewer have to push to get the other person in. Don't be overly polite.

WHAT HAPPENS WHEN YOU GET THE CALL

(video 4 of 5)

Important Techniques That Will Be Helpful

Bridging

Link the question that was asked to the message that you want to communicate.

Flagging

Highlight a portion of your message - i.e The most important thing to remember is... or the three most important issues are

Steering

Steer the interview by responding on your terms and dangling a hook you wish to hear repeated.

Deflecting

Answer with short responses and pivot when necessary.

Respond on Your Own Terms

Don't take the bait. Answer the questions on your own terms. Reply with the message you are trying to convey.

Avoid Anger

You can make a point forcefully but too much anger can turn a viewer off

Don't repeat a negative frame.

If the other guest says something negative "Homeless people should pull themselves up by their bootstraps," do not repeat that by saying "NO, homeless people should not pull themselves up by their bootstraps." Then folks have heard that twice. Use that line to bridge to your message.

Never worry about repeating your messages

In fact, it's really important to do that. Some folks want to say too much. Focus on three things and keep coming back to them.

Print Interviews

Oftentimes the reporter won't actually use the whole interview or quote you on items you really would prefer had not been singled out. Print interviews are a way for you to zone in specifically and thoughtfully on what exactly you wish to have on record.

Two more things

1. Avoid the word BUT
2. There really is no such thing as “off the record.”

Notes:

LET'S MAKE SOME NOISE

(Video 5 of 5)

How to Make Some Noise : Proactive Outreach / Thought Leadership

1. Op-Eds
2. Blog Posts
3. Press Breakfasts
4. Convening or participating in a panel

Other Messengers in Your Organization - You Have More Than You Think!

- Are you too busy to personally achieve this?
 - A. Do you have a sector leader on your board? They can be strong, authoritative voices
 - B. Do you have a volunteer who can discuss an experience?
 - C. What about alumni who have benefitted from your service?

Notes:

