



**CHAMPION  
PROVIDER**  
FELLOWSHIP

*A Powerful Approach to Healthier Communities*

# **Working Successfully With The Media**

**Presented by Mike Miller & Paula Hamilton**

**October 22, 2019**

Funded, in part, by USDA SNAP-Ed, an equal opportunity provider and employer.



UCSF

# Communicating Amid Constant Distractions

The illustration features a hand in a dark suit sleeve holding a red and white megaphone on the left side. The background is a teal color filled with various white and red icons representing communication and technology, such as a speech bubble, a shopping cart, a pencil, an envelope with an @ symbol, a gear, a globe, a play button, a laptop, a document, a cloud, a clock, an eye, a lightbulb, a smartphone with an envelope icon, and a double-headed arrow. Three white horizontal bars with orange text are overlaid on the right side of the image.

**We are bombarded by messages**

**Most information is ignored**

**Vital to cut through the clutter**

# Focused Communications

- **Know your audience**
- **Know your issue**
- **Know what you want to achieve**
- **Message appropriately**



A close-up photograph of a silver stethoscope resting on a white surface, likely a doctor's coat.

# DEMYSTIFYING TODAY'S MEDIA



# What Matters to Media?

- Timely
- Local
- Significant
- Trendsetting
- Ironic
- Controversial
- Celebrity



# Understanding The Media

## Electronic

News Radio

Television

## Print

Newspaper

Magazine

Talk Radio

## Social Media





# MESSAGING REVIEW



# What Do They Need To Know?

- **Key piece of information**
- **Avoid overreaching**
- **Specific and focused**
- **Less is truly more**





# WHY Should They Care?

- The “WHY” filter
- How issue impacts them
  - *Benefits*
  - *Opportunities*
  - *Risks*
- You **MUST** win on *this*



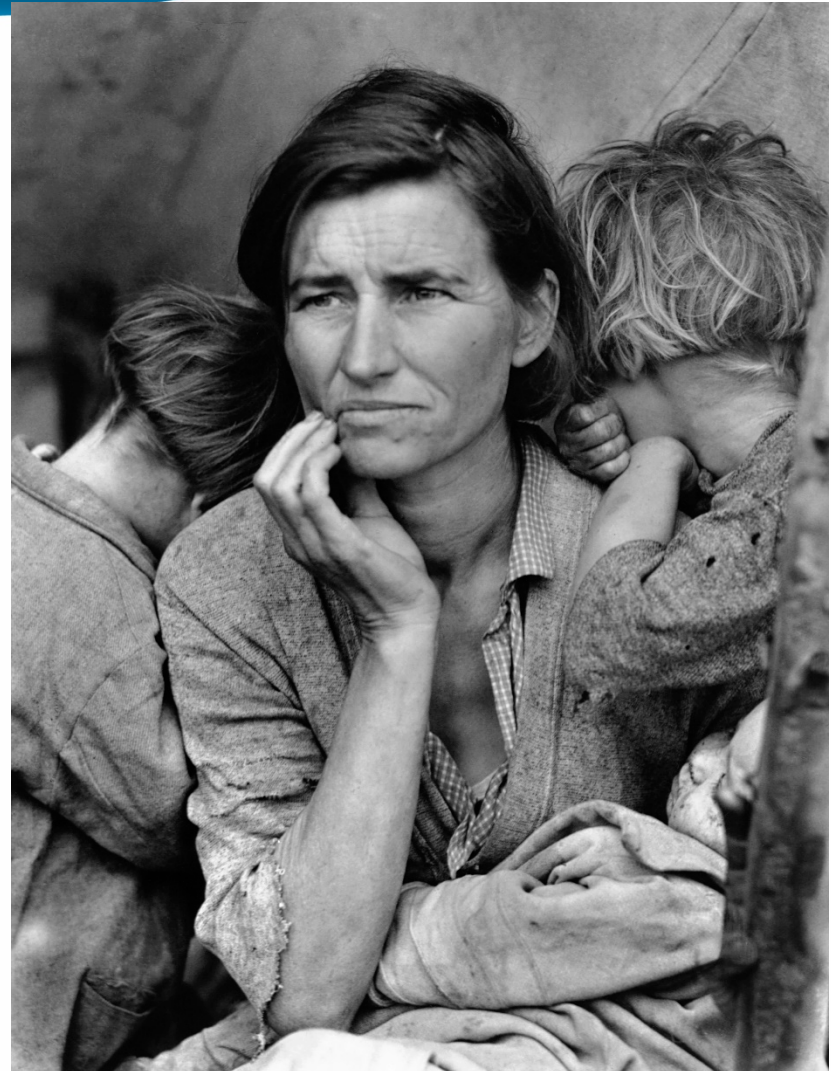
# Taking Action



- **Be measured**
- **Don't overreach**
- **Suggest a first step:**
  - **Actionable immediately**
  - **No approval needed**
- **Build on initial step**

# Your Power: Tell A Compelling Story

- **Supports message**
- **Humanizes issue**
- **Brings data to life**
- **Memorable**
- **Repeatable**
- **Inspires change**



# Message Frame

**WHAT** does your audience need to know?

**WHY** should they care?

**ACTION** What **ONE** action do you want them to take?

**TELL A COMPELLING STORY**

# Sample Message

**WHAT:** One in four children come to school hungry at ABC school, according to a study released today.

**WHY:** Well-nourished children learn more, earn higher grades, behave better in class and are less likely to miss school because of illness.

**ACTION:** The ABC school PTA urges the food service director to investigate whether federal money is available to offer a breakfast before the bell program.

**STORY:** In my practice I see patients who have to choose between buying food and paying the rent. Let me tell you about the Brown family . . .

# Message Development Exercise

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## MESSAGE DEVELOPMENT

**WHAT**

What does your target audience need to know?

- Key pieces of information
- Avoid overloading
- Specific and focused
- Less is truly more

**WHY**

Why should your audience care?

- How does this impact them?
- How would this benefit them?
- What are the opportunities?
- What are the risks?
- What are the emotional, fiscal and personal costs?

**ACTION**

What do you want your audience to do with this information?

What ONE action do you want your audience to take?

**STORY**

Support your message with a compelling personal story

**WHO IS YOUR AUDIENCE?**

**WHAT:**

**WHY:**

**ACTION:**

**SUPPORTING STORY:**

# Message Feedback







# Owning the Message!



# Interview Do's



- Know your message and stick to it
- Control the conversation
- Engage in two-way conversations
- Ask questions
- Be clear and concise
- Tell stories
- Avoid jargon and acronyms
- Honor deadlines

# A Few Don'ts

- Don't speak for others
- Don't stray off topic
- Don't assume
- Don't say anything you don't want to see in print
- Don't go off record
- Don't be afraid to say "I don't know"



# Bridging



# Flagging



# Mock Interviews and Critique

- Message**
- Credible**
- Control**
- Building a relationship**

# Evaluating Practice Interviews

- Was the person compelling?
- Did they leverage their personal/professional experience
- Was there a good quote or soundbite?
- Did they tell a story?
- Were they focused?
- Did they suggest a PSE solution?
- Could you write a story based on what you heard?

# Review

- **Know your audience**
- **Know your issue**
- **Know what you want to achieve**
- **Speak to audience needs**
- **Stick to your message**
- **Control the conversation**



# Questions and Answers



# For More Information

- **Contact:**

- **Mike Miller, President**

- [mike@brownmillerpr.com](mailto:mike@brownmillerpr.com)

- **Paula Hamilton, Account Director**

- [paula@brownmillerpr.com](mailto:paula@brownmillerpr.com)



Brown-Miller Communications  
(925) 370-9777



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**Thank You**  
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