



**CHAMPION
PROVIDER**
FELLOWSHIP

A Powerful Approach to Healthier Communities

Working Successfully With The Media

Presented by Mike Miller & Paula Hamilton

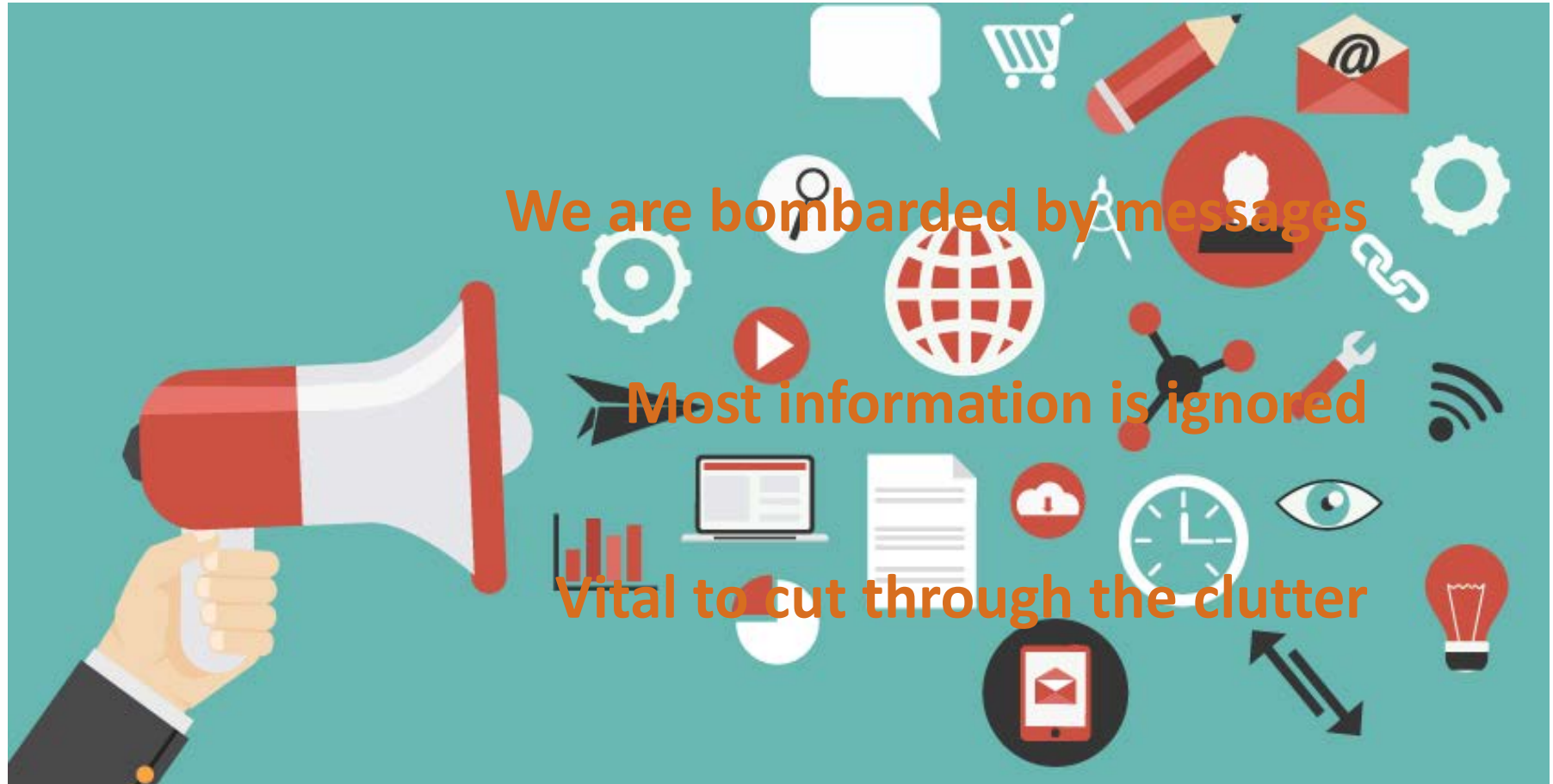
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UCSF

Communicating Amid Constant Distractions



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. The background is softly blurred.

DEMYSTIFYING TODAY'S MEDIA



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*



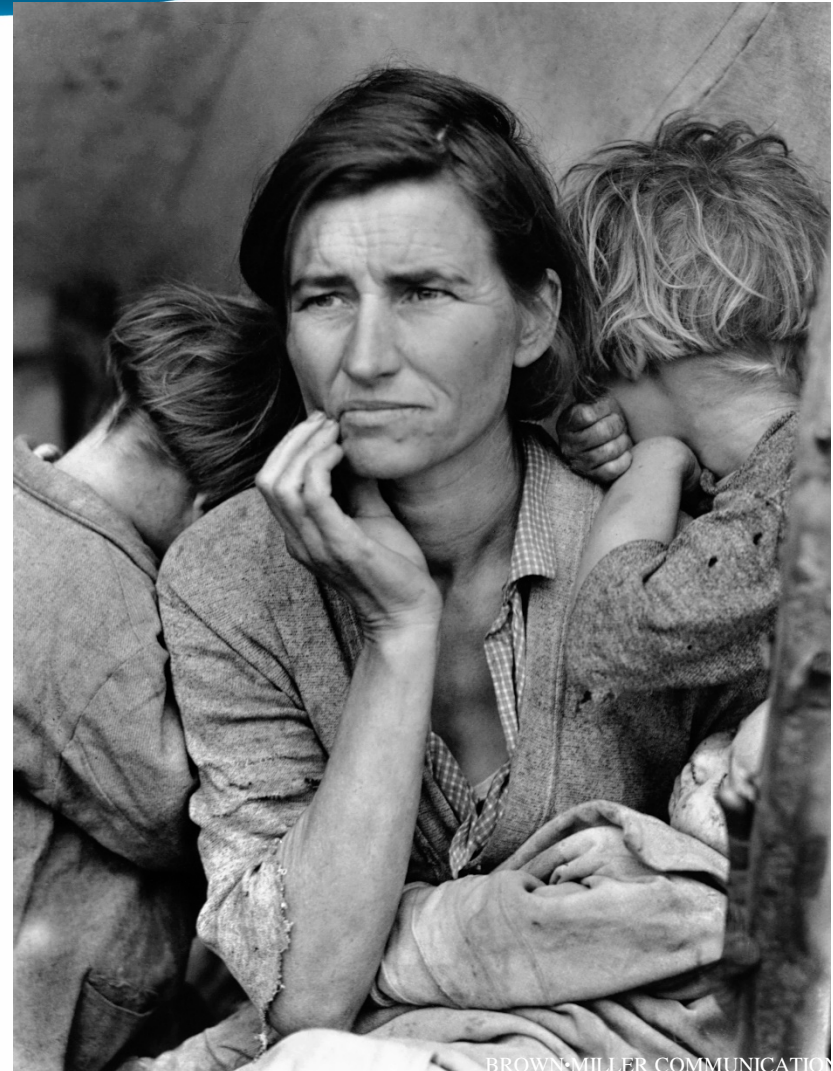
Taking Action



- **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 benefit them?
• How would this opportunity?
• 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?

SUPPORTING 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

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