



**CHAMPION
PROVIDER**
FELLOWSHIP

A Powerful Approach to Healthier Communities

Working Successfully With The Media

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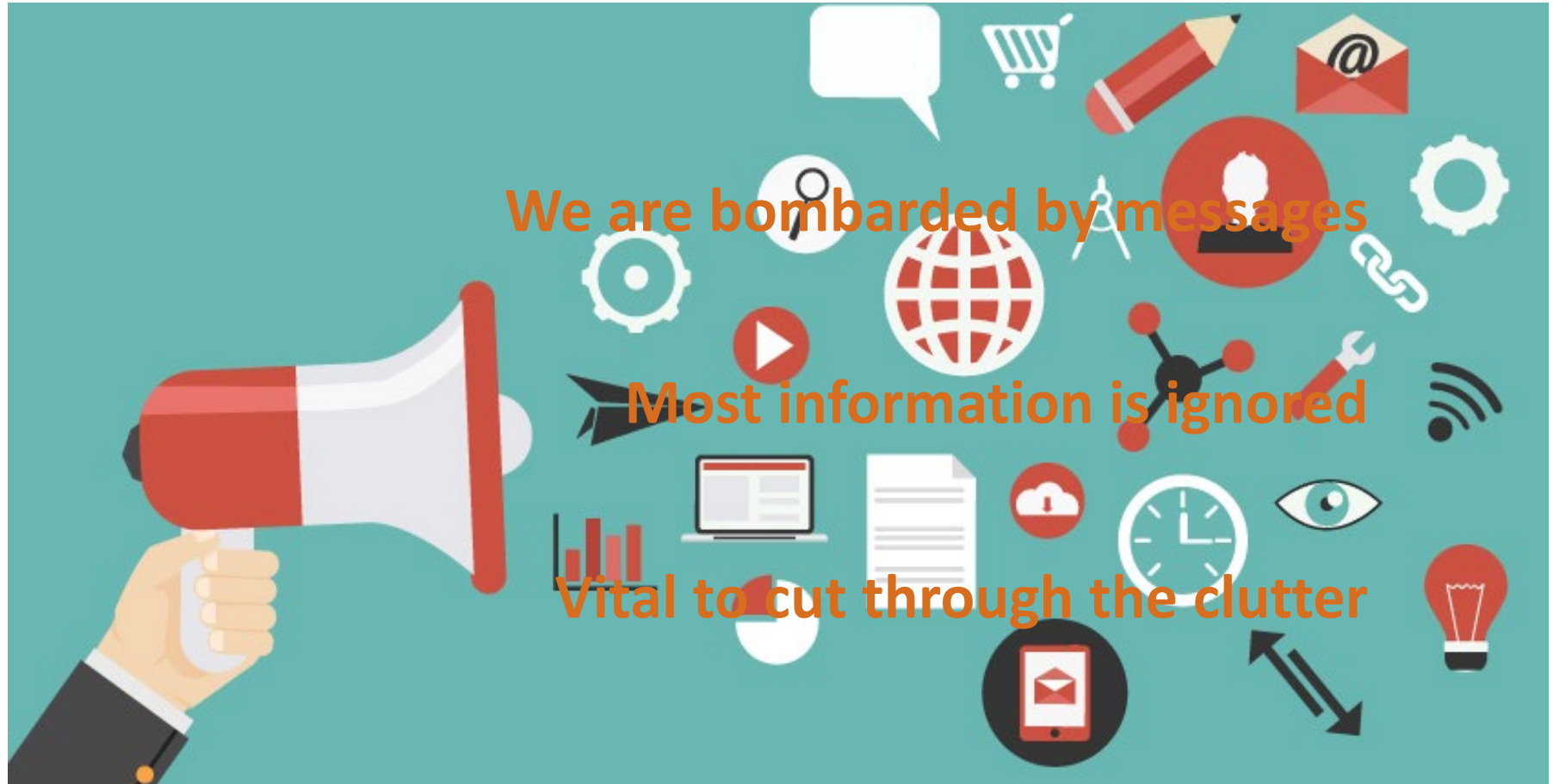


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Agenda

- Introduction
- Communications Essentials
- Understanding the Media
- Message Development Activity & Critique
- Lunch Break and Interviews
- Interview Critiques
- What Makes A Good Media Interview
- Second Live Interviews & Critiques
- Closing Remarks

A World of Clutter



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



Know Your Audience

- What matters to them?
- What's the benefit or risk?
- Who influences their thoughts and behaviors?



- People
- Partners
- Policymakers
- Press

Know Your Audience



DEMYSTIFYING TODAY'S MEDIA



Changing Media World



- ❑ Shrinking opportunities to work with traditional media
- ❑ Expanding influence of social media

Understanding The Media

Electronic

News Radio
Television

Print

Newspaper
Magazine
Talk Radio

Social Media



News Radio



- Speed
- Sound
- Concise
- Generalists

Television News

- Images
- Speed
- Generalists
- Entertainment



Newspapers



- Depth
- Multiple Sources
- Local
- Images

Magazines & Talk Radio



- Depth
- Images
- Timeless Angle
- Specialists

Social Media



- Commentary on news
- No cost entry
- Uncensored
- Need to monitor

Media Relationships

- Follow blogs & Tweets
- Friend them on FaceBook
- Comment on articles
- Send letters to their editor





MESSAGING REVIEW



Develop Compelling Messages

- Does it matter?
- Is it compelling?
- Is it news?



Framing Your Message

AUDIENCE: Print, Electronic, Social

WHAT – what does the media need to know

WHY – why should they care? Where's the news hook?

ACTION – what should they do with the information? What action should their audience take?

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**



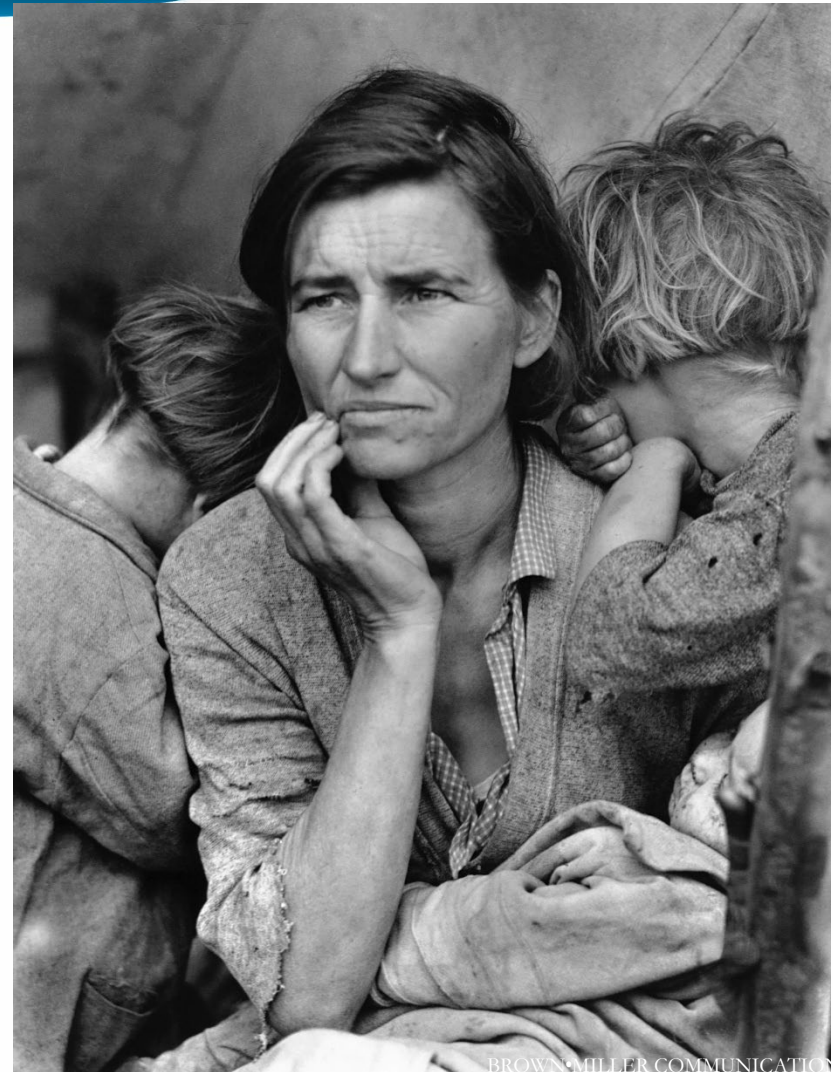
Taking Action



- 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?

STORY

Support your message with a compelling personal story

WHO IS YOUR AUDIENCE?

WHAT:

WHY:

ACTION:

SUPPORTING STORY:

Message Feedback





LUNCH BREAK & LIVE INTERVIEWS

CRITIQUES

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*”



Stay on message



And when you don't...



Bridging



Flagging



Mock Interviews

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

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:

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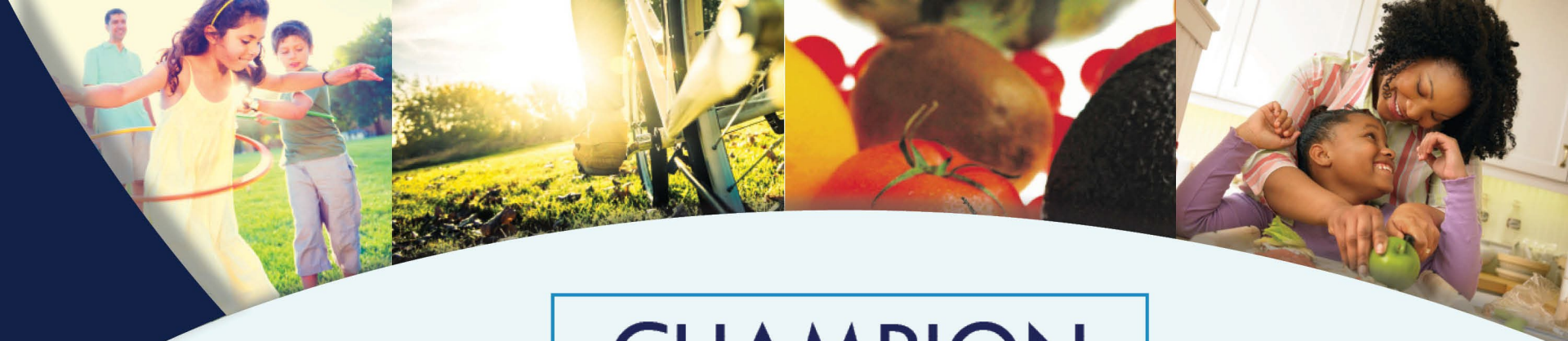
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