



**CHAMPION
PROVIDER**
FELLOWSHIP

A Powerful Approach to Healthier Communities

Working Successfully With The Media

Presented by Mike Miller and Paula Hamilton

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UCSF

Focused Communications

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





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*



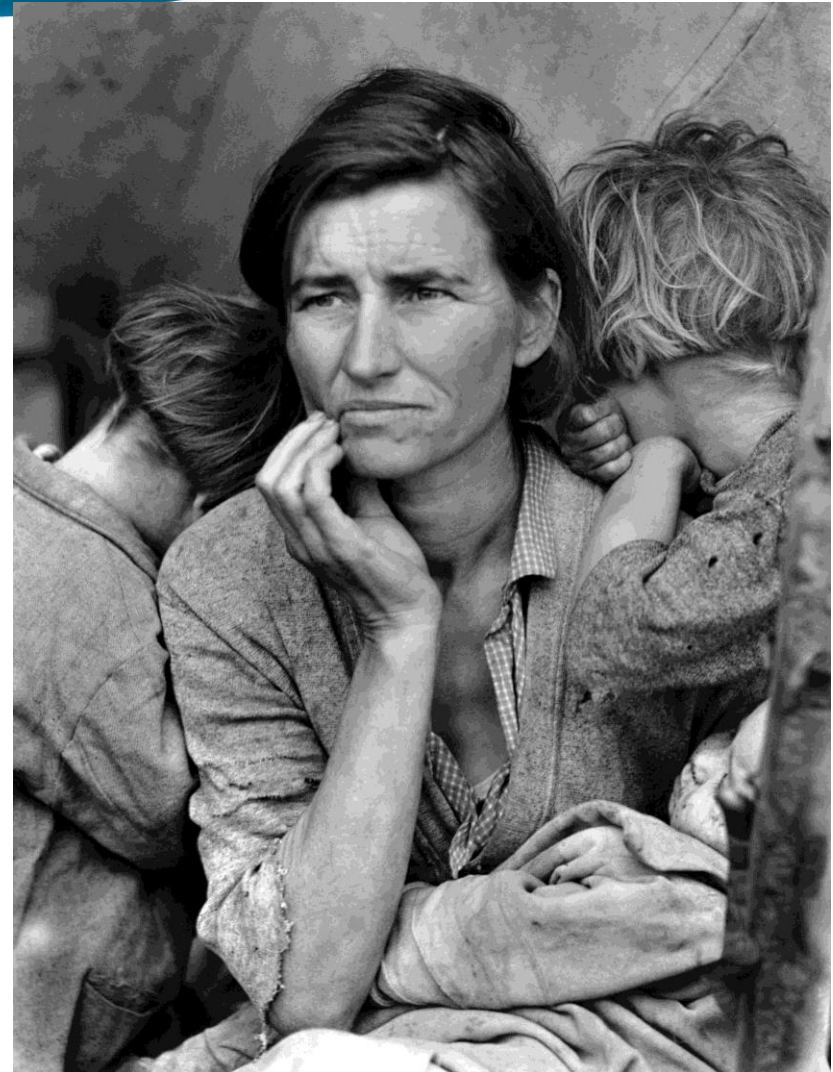
Taking Action



- **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

CHAMPION PROVIDER FELLOWSHIP

MESSAGE DEVELOPMENT

WHO IS YOUR AUDIENCE?

WHAT:

WHY:

ACTION:

SUPPORTING STORY:

WHAT

What does your target audience need to know?

- Key pieces of information
- Avoid overloading
- Specific and factual
- 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

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**

Time To Pair Off and Practice

- 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



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