

MEDIA CRISIS TRAINING WORKSHOP

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Schedule

0900 — **Introduction** and summary of presenter's qualifications and experience as a television/radio and print journalist and as a communications consultant.

0910 — **Outline** of what the media is with brief breakdowns of the differences between print, radio, and television

What do the media want?

What they want is not always what you want.

What do you want from the Media?

Keep in mind that journalists are rarely interested in helping you.

Q&A session (15-20 minutes)

What do you think of the media, what experiences have you had?

1030 — **Break**

The Media Crisis

When things go horribly wrong for you and the reporters are at the gates with pitchforks and torches. How to survive?

Examples

- BP in the Gulf
- Exxon Valdez
- The Tylenol Poisonings

Things to do

- Who speaks?
- Deciding what you want to say — in one sentence
- Your best armor; openness and honesty
- No Comment? No Way!
- The microphone is always on; there is no such thing as “off the record”
- Avoid the worst of it before it happens; Have a Communications Strategy and a Communications Policy.
- Hire a professional

Lunch

Now that you have their attention –

Living in the journalistic moment

The interview -- the heart and soul of journalism

- Know what you want to say
- Stick to what you want to say
- Never go off the record
- If you don't know, say so

- Never lie
- If you do know and don't want to say.
- Know your place
- Keep track of what you've said

It's a minefield – Interview Types

The Print Interview

The most dangerous way to be quoted
 It's also the most powerful way to be quoted
 Assume the worst and plan for it
 You can **never** get enough of a correction

The Telephone interview.

The tape is always rolling
 Assume you are always being heard by many
 Keep referring to your original message

Television

Always assume the cameras are rolling and the microphones are alive
 How to dress and how to sit
 Use your eyes, your hands, your smile
 Use the interviewer's name and keep eye contact
 Why a poor interviewer is the best thing that can happen to you.
 Dealing with aggressive or embarrassing questions.

Specific Tools and Techniques *(If there is time)*

The News Release

Say it in one sentence.
 You are selling a chance for an interview not selling the whole story
 Basic rules of writing a news release
 Sending it out

The News Conference

You need a good reason first

One message to a news conference
Setting the ground rules
Dealing with off topic questions
Get out as early as possible
Post news conference interviews

Second Day (Optional)

Putting it all Together

Video interviews of all participants. (5-6 minutes each)

Each person in the room gets a chance to be the interviewer and to be interviewed.

All participants will roll play at least one hostile media scrum (reporters jostling around one spokesperson throwing aggressive questions)

Comments suggestions and constructive criticism after each interview session.

Summary (15 minutes)

A review of how to attract and deal with the media.