



Communications and Media Training

Media Interviews, Reporter Relationships, and Communications Planning



Training Objectives

- Leave with helpful tips, skills, and case studies on how to **effectively get your message** through the media **to your audience**
- Better understanding of the **resources available to you** after this training
- More confident and ready to **take control of the narrative** when you return to your state

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Agenda

- **1:30 – 2:00** Opening + Role of Communications
- **2:00 – 2:10** Break
- **2:10 – 3:30** Breakout sessions:
 - Media interviews
 - Building relationships with reporters
 - Developing a communications strategy and plan
- **3:30 – 3:40** Break
- **3:40 – 4:00** Debrief + Closing

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ROLE OF COMMUNICATIONS



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Stories speak to something inside us that wants to know how our world lives, that wants to make order of it and find some meaning. Myths fulfill that in a way that science and facts don't always do, because science and facts don't always give us meaning.

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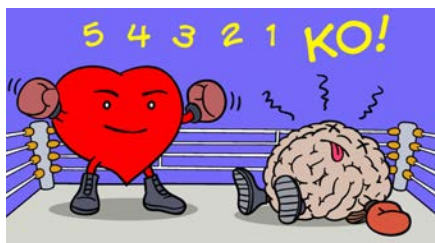
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A Successful Message

- Captures and keeps your audiences' attention
 - Moves them to action
- And also...*
- Tells a common story
 - Builds power over time

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Values-Based Messaging

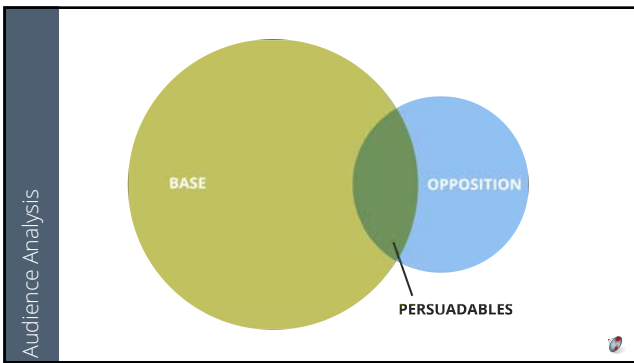
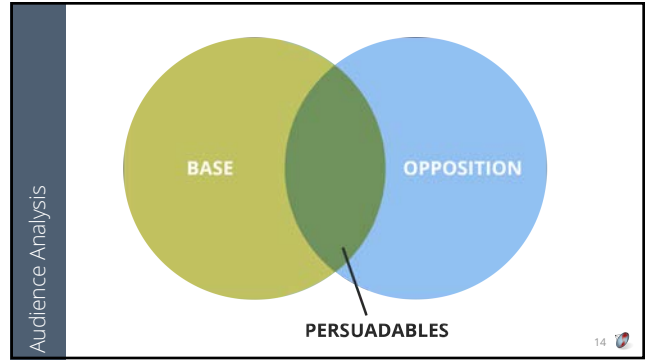


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Elements of a Story

- Hero and villain
- Quest and threat
- Tools and attacks
- Grounded in a moral

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BREAK OUT SESSIONS

- Option 1**
- Acing Media Interviews (Room N4.666)**
- A spokesperson's role in elevating an organization's key messages to target audiences
 - Nuts and bolts for preparing for and giving great media interviews
 - Opportunity to practice in pairs key tips and strategies and receive feedback
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Option 2

Building Reporter Relationships (Room N3.694)

- Understanding reporters' needs and identifying the right ones
- How to engage and build relationships
- Developing your outreach plan

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Option 3

Developing a Communications Strategy and Plan (Room N3.845)

- Deepen our understanding of a communications plan and strategy, and what makes them different
- Explore case studies and examples of successful communications plans in action
- Practice using a work planning template and set of strategic questions

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