



MALPH

Communications Training



April 22, 2021

Why communications training?

- A job function you were never trained to do
- Public expectation has changed
- Understanding risk / benefit of effective communication
- Beyond traditional 'media' training
 - Cellphone journalists
 - Bloggers
 - Activists
 - Public meetings
 - Interpersonal interactions

Traditional media

Elements of “News”

- Conflict
- Controversy
- Timeliness
- Impact
- Proximity
- Prominence
- Uniqueness
- Human Interest

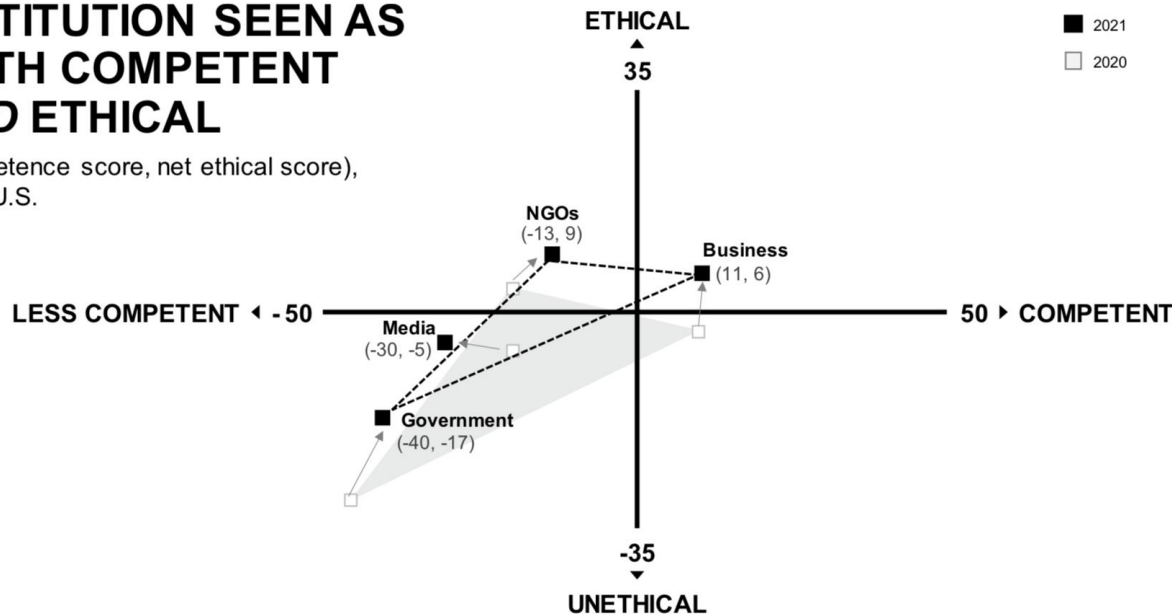


Stories that get clicks

The landscape today

BUSINESS NOW ONLY INSTITUTION SEEN AS BOTH COMPETENT AND ETHICAL

(Competence score, net ethical score),
in the U.S.

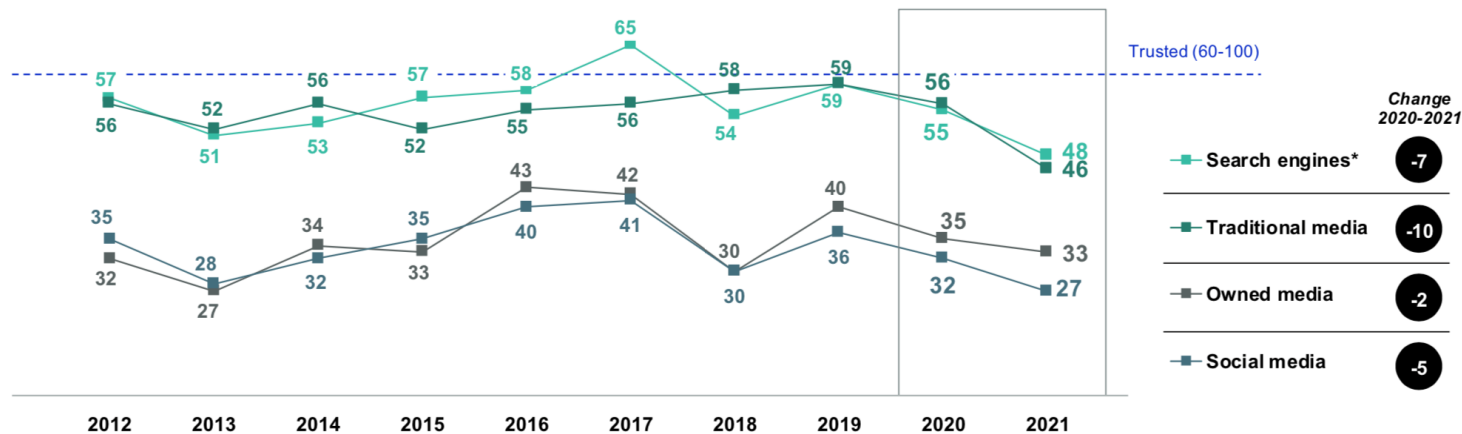


2021 Edelman Trust Barometer. The ethical scores are averages of nets based on INS_PER_DIM/1-4. Question asked of half of the sample. The competence score is a net based on TRU_3D_INS/1. Depending on the question it was either asked of the full of half the sample. General population, U.S. For full details regarding how this data was calculated and plotted, please see the Technical Appendix.

Public trust is low.

TRUST IN TRADITIONAL, SEARCH AND SOCIAL MEDIA AT RECORD LOWS

Percent trust in each source for general news and information, in the U.S.



2021 Edelman Trust Barometer. COM_MCL. When looking for general news and information, how much would you trust each type of source for general news and information? 9-point scale; top 4 box, trust. Question asked of half of the sample. General population, U.S.
*From 2012-2015, "Online Search Engines" were included as a media type. In 2016, this was changed to "Search Engines."

How COVID-19 changed news production & approach

- “Newsroom” is a relative concept
- COVID-19 touches everything in news
- Science in the political mix

How the news cycle works

- **Print:** Journalism's foundation. Other mediums follow print.
- **Radio:** Storytelling with sound.
- **Television:** Visual and audio. Thinnest news content. Focus on “the show.”
- **Social media / blogs:** Open source, feeds and drives the cycle. No rules.
- **Internet:** Has leveled the playing field for news management, but thrown all mediums into a transition.

When the media calls ...

First, know who you are in the story

- Understand when the story is already written and you're just getting a line.
- Play defense without being defensive.
- Be strategic: make the most of someone else's opportunity.

The ground rules

- Be responsive
- Speak for your organization.
- Say what you came to say.
- Don't say it if they can't use it.
- Be accurate & factual
- Model professionalism

Ask six questions. Buy 10 minutes.

- What's your story?
- What have you got so far?
- How well do you feel you know this issue?
- Who have you talked to?
- How can I help you?
- What's your deadline?

****If the deadline is 5 pm, by 4:45, it's over.**

The interview process

- Review information
- Develop key talking points / soundbite
- Gather / review sharable information
- What is the question you really want?
- What is the question you fear the most?
- Alert colleagues / partners if necessary
- Prepare yourself
- Execute
- Report
- Correct / clarify as needed

Get your 'self' right

- Consider your agency 'voice.'
- The role of the regulator
- Empathy matters.
- A mandate is neither sword or shield
- Your role is not about you; it's about the people you serve. Remember this always.



Prep Worksheet

1. Message:
2. Story:
3. Supporting statistics:
4. Soundbite:

One sentence that combines one of our most important points and one need or value of the audience.

Three points per interview.

Consistency and repetition build recollection.

What do you do?

?

Mission makes message



Food and Dairy Division (FDD)

The mission of the Food and Dairy Division (FDD) is to protect public health by ensuring a safe and wholesome food supply, while working to maintain a viable food and dairy industry. Food safety is the division's top priority.



To strengthen Michigan's system of local public health departments and local governing boards.

Make a message box and soundbites that get used

Message box:

One part mission

One part present situation

One part “what we’re doing.”

The soundbite

- One sentence
- 3 to 5 seconds
- Summarizes an issue or position
- Basic language - universally understandable
- Snappy - simile / metaphor / story is good
- Strong and proactive

Consider your media

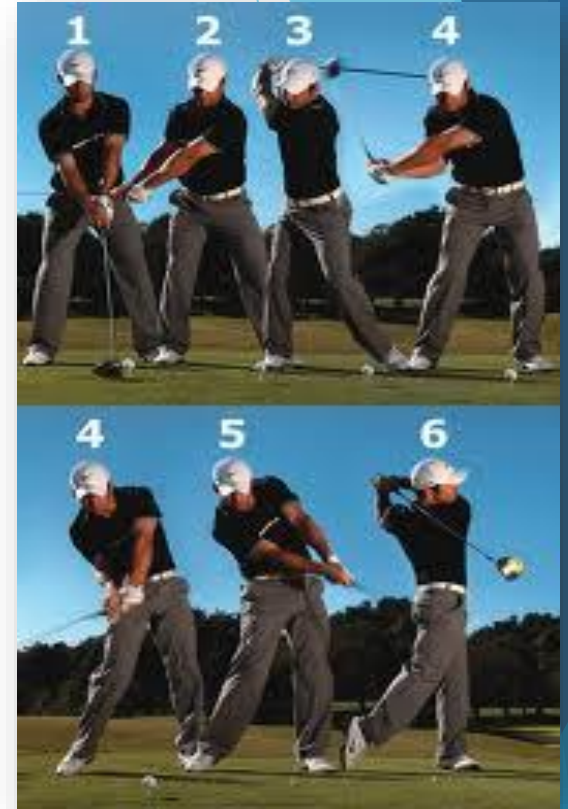
Newspaper: Get secluded. Notes handy. Pen & pad to record questions and note follow-ups. Email notes and quotes to reporter after the interview. Record your end of interview.

Radio: Use a landline if available. Glass of water. Bathroom break. NO speaker phone. Stand and smile during interview. Soundbite speak. Record yourself.

Television: It's visual over everything else. Identify two locations with good light and background for camera. Check your look. Focus on your soundbites. Start over if you flub.

Your presentation on TV

- Relax
- Check your body language - posture, legs, hands
- Calm and slow
- Talk with your hands
- Eye contact
- Remain still during video standup
- Smile when appropriate



The Zoom interview

More outlets are using it for social feeds

- Check sound
- Check camera
- Check lighting
- Check background
- SILENCE PHONE
- Distance from camera - frame yourself
- Check / avoid backgrounds and filters



Mask or no mask?

- Always have a mask handy
- Consider the rules for your location
- Consider the message you're sending
 - model your policy.

Keys to a great interview

- Repeat messages.
- Your job is to message, not explain.
- Get to the point. Don't circle the barn.
- Only offer what you want to see in the story. Nothing more.
- Reporter's audience is your target - *not* the reporter.
- Proactive, positive language.
- Empathy. It's about them, not you.
- Complete thoughts - complete sentences.
- Bridges.

Interview ... or interrogation?



- Lead the conversation when possible.
- Consider the questions - are they the right questions?
- Don't repeat the question back when answering.
- Stay in your message box.
- Inform the conversation.
- Repeat your soundbites.
- Repeat your soundbites.

Warning signs



WARNING
FOR YOUR SAFETY BE AWARE OF
OCEAN SHORE HAZARDS

-  Unusually high (Sneaker) waves
-  Incoming tides isolate rocks from shore
-  Deep water & strong outgoing currents
-  Overhanging cliffs & falling rocks
-  High waves sweep over rocks & jetties
-  Drift logs roll in surf
-  High steep cliffs



NO LIFEGUARD



CAUTION
Watch Your Step



Social media for public agencies



with Jennifer Holton, MDARD

Social media challenges

- ▶ Social media is about passion, and passion is what gets people talking about issues that are important to THEM.
- ▶ Sometimes though, the passion moves so quickly the facts get left behind and misinformation ends up turning into facts.
- ▶ Facts are often ignored or irrelevant on social media.
- ▶ What are a few examples you've experienced this past year?

Staff being videotaped while performing their jobs

More Videos by Hill High Dairy LLC



Hill High Dairy LLC

Yesterday, July 21st, the seize was lifted on the products on My Family Coop's truck. MDA required that 248 gallons of milk, 100 dozen eggs and cream, butter and cheese be disposed of. Such a waste of good food.

Like · Comment · Share · July 22, 2014

233 people like this.

337 shares

View previous comments



Mary Klingler I clicked on the share and then went to my wall and it played July 20, 2014 at 1:01pm · Like · 4



Lindy Conrad With all the people stavin in this country, nay this world, and these f ckin assholes are dumpin food they should be dumped off the planet, stupid idiots, the government should be brought down



Hill High Dairy LLC added 2 new photos.

July 22, 2014 ·

8550 Likes

100 dozen eggs... Each egg had to be broken. 248 gallons dumped in a sprayer that had to be witnessed by MDA being dumped and sprayed on the field.



Like · Comment · Share · Hootlet

443 people like this.

1,063 shares

View previous comments



Donna LaPan I am still sickened by this. So sorry for what happened to your family, your company. Del and I stand behind you, 100% December 21, 2014 at 8:33pm · Like



Audrey Nault So sorry to read this!! Uncalled for!!! March 3 at 4:03pm · Like

A few social tips:

- Screenshots live forever. Once, there, you lose control of what happens to it.
- Personal pages aren't really personal. Social mediums blend your personal and professional personas. So, you may want to take a pause before you post.
- No knee-jerk reaction responses.
- You don't always have to respond to something. Again, take a beat before posting a response or sending a direct message.
- Sometimes, shares or retweets are viewed as endorsements, so make sure you/your agency are in alignment.

How can you help your PIO?

- Get on social, even if you don't want to get social. Monitor groups related to your program area or that are of personal interest to you. Keep your communications point person posted.
- Follow your department's social media sites.
- Share content when appropriate, BUT you still need to follow your department's Social Media Policy.
- Unsure? Have questions? Reach out to your communications team.

Interview Practice

- Anyone in this session can circle back and schedule a practice zoom interview with me.
- You bring the topic and be ready to deliver your messages. I will be the reporter.
- You will get a recording of your session and personal review after.
- I will destroy evidence three weeks after your session.

Discussion



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