

Public Relations Support/Media + Crisis Management

SUCCESS STRATEGIES FOR
TODAY'S LEADERS

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AGENDA

INTRODUCTION

- What is Public Relations?
- Media Overview
- Why stories get covered/picked up
- Spokespeople

PREPARING FOR THE INTERVIEW

- What to Know Before the Interview
- Before the Interview Starts

INTERVIEW STRATEGY

- Interview Tips
- Quick Tips
- Interview Techniques (Hook, Flag, Bridge)
- Attacks & Responses

INTERVIEW STRATEGY, CONT'D

- Dos & Don'ts
- What To Wear
- After the Interview
- Supporting Materials

VIRTUAL PRESENTING

- Video Call Interview Tips
- Lighting Techniques & Tips

PREPARING FOR A CRISIS

- Crisis Prevention Strategies
- Build a Crisis Plan
- Apply Best Practices
- Determine Strengths + Weaknesses
- Craft Messaging
- Media Monitoring
- Your Crisis Team
- Crisis Management Counsel

SUMMARY



WHAT IS PUBLIC RELATIONS?

Public Relations is a strategic communications process that builds mutually beneficial relationships between organizations and their publics. The goal of PR is to positively influence, engage and build relationships with key stakeholders to contribute to the way an organization is perceived by others. PR experts use a variety of strategies and techniques to achieve the best possible outcome, including:

- **Promoting** the organization's offerings, initiatives and efforts by crafting and distributing press releases
- **Developing** social media initiatives
- **Planning and hosting** news conferences
- **Building relationships** with media
- **Pitching stories** and conducting interviews with journalists
- **Anticipating** and analyzing public opinion—to help develop a PR strategy, if needed
- **Counseling** your leadership about policy decisions that impact reputation; influence policy decisions
- **Aligning** with marketing to integrate marketing and communication efforts
- **Building** Reputation Management + Crisis Management strategies
- **Uphold professional values** including advocacy, honesty, expertise, objectivity, loyalty, fairness and integrity

Remember, publicity is different from PR—which is controlled internally, publicity is not. Any number of forces impact publicity—good news, bad news and crisis situations. The goal is to strategize internally so you can help manage what happens externally.



INTRODUCTION TO MEDIA



WHY STORIES GET COVERED

- **RELEVANT** – Current or timely
- **UPDATE** – Information regarding a change
- **IMPACT** – Likely to affect a large population
- **CONFLICT** – Information that clashes with typical thinking
- **CELEBRITY** – Coverage of the actions of well-known people/audiences
- **LOCATION** – Relevant to those that live within distance of report
- **TREND** – Staying connected to topics that are being spoken about
- **ENTERTAINMENT** – A surprise/delight
- **EDUCATION** – Useful information



MEDIA OVERVIEW

THE PURPOSE OF MEDIA IS TO TELL A STORY USING:

Timely and accurate information that will Inform, engage or entertain viewers (Broadcast), listeners (Radio/Podcast), & readers (Print/Online)

Always be a reliable and trustworthy source of public information

Showcase images, video or sound bites that help the audience connect with the story



SPOKESPERSONS



AN ADEQUATE SPOKESPERSON...

Answers the question on message & stays out of trouble



SPOKESPERSONS

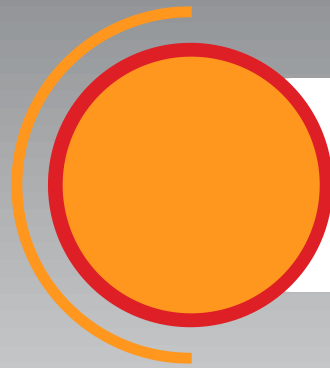


A GOOD SPOKESPERSON...

Answers the tough questions correctly, understands when not to answer & communicates messages effectively & clearly



SPOKESPERSONS



AN EXCELLENT SPOKESPERSON...

Communicates messages effectively & clearly, answers tough questions correctly, knows when not to answer, appears as an authority, takes control of the interview, offers animation & personality, & is repeatedly sought after





PREPARING FOR THE INTERVIEW



BEFORE THE INTERVIEW

WHAT TO KNOW BEFORE THE INTERVIEW

- WHO IS THE PUBLICATION OR OUTLET?
- WHEN WILL THE INTERVIEW BE?
- WHERE WILL THE INTERVIEW TAKE PLACE (IN-STUDIO, IN-PERSON, ON-LOCATION, ZOOM/SKYPE OR BY PHONE)?
- WHO WILL CONDUCT THE INTERVIEW?
 - Find out if the reporter/journalist has background knowledge or experience on the topic or your industry.
- WHEN WILL THE STORY AIR OR BE PUBLISHED?



BEFORE THE INTERVIEW

WHAT TO KNOW BEFORE THE INTERVIEW



WHAT KIND OF STORY ARE THEY GOING FOR?

- Are they doing an investigative piece vs an announcement? Or are they interviewing you as a “industry expert/thought-leader?”



WILL THE PUBLICATION INTERVIEW OR FEATURE ANYONE ELSE?

- Will any of your competitors be included in the story?



WHAT KIND OF QUESTIONS DO THEY PLAN ON ASKING?

- It is common that a reporter can send you questions ahead of the time, as they want you to be prepared. If they refuse, they may be looking for a “gotcha” moment.



WILL THEY NEED ANY IMAGES, VIDEOS OR ADDITIONAL BACKGROUND INFORMATION PRIOR TO OR AFTER THE INTERVIEW?





INTERVIEW STRATEGY



INTERVIEW TIPS

DO'S

- Breathe
- Keep eye contract and open body language
- Use calm, palms-up gestures
- Sit at front of seat/tall posture
- Have your notes (not for on-air)
- Answer in full sentence (think soundbites)
- Talk to the reporter, not the camera
- Wear solid colors

HIGHLIGHT

- Great attitude, high energy
- Expertise
- Excitement about the future
- Your personality
- Third-party attribution
- Partnerships
- Innovation



INTERVIEW TIPS

DON'T

- Multitask (texting, emails, phone calls)
- Be self-serving or sales-focused
- Speak outside of your current expertise
- Don't "wing it" or go off-script
- Use verbal qualifiers (uh, um, like)
- Move until everything is turned off
- Wear loud patterns or stripes

AVOID

- Negative statements about the industry
- Statistics or claims without attribution
- Jargon and acronyms
- "Off the record"
- Guessing or giving an opinion
- Discussing updates, customers, etc. not yet announced



QUICK TIPS

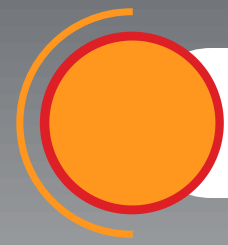


ALWAYS BE PREPARED

- **If a reporter “cold calls” you and wants a quote or interview via phone, simply say “I would like to be part of this story, but I am currently in the middle of something, can I give you a call back in a few minutes? What is your deadline? Feel free to shoot me an email with the theme or focus and I will call you in 10 minutes.”**
- **If the reporter calls you and it is not a “gotcha” angle, aim to get back to them quickly, as you want to be part of the interview in the beginning to help shape the narrative.**
- **This allows you to control the conversation, gather your thoughts/talking points and the flow of information.**



QUICK TIPS



PHONE INTERVIEWS

- **Have written notes in front of you**
- **Stand up, gesture and move around – feel confident**
- **Cross off points on your list as you make them**
- **Begin answers with the answer (the 30-second rule)**



QUICK TIPS



BE CONFIDENT IN YOUR TALKING POINTS

- Rehearse, always have three main points that you want to get across.
- Be thankful and friendly to the media.
- Be in control of temper, demeanor, message and style of delivery.
- Allow the reporter/journalist to finish their question, embrace the silence and let them finish before you respond.



INTERVIEW TECHNIQUES

TECHNIQUES FOR THE INTERVIEW

There are three techniques that will help you navigate any interview.



HOOK

- **What it Means:** To hook means to influence the next question or line of questioning that you the interviewee will be asked. You do this by ending your previous thought on a bold statement.
- **How To Do This:** Answer the question you were asked but elicit a follow-up question (especially one you want to answer).
- **For Example:**
 - “[Insert Client Name] has been able to deliver these results for a number of reasons...”
 - “...in fact, that is the second most important part of [Insert Client Name] strategy...”



BRIDGE

- **What it Means:** To move the conversation/interview from one theme/aspect of an issue to a more favorable one. This is especially important if you have yet to emphasize the message you want to come across during the interview.
- **How To Do This:** Briefly answer/respond to the question asked, but swiftly move to a key [Insert Client Name] message or talking point.
- **For Example:**
 - “Let me explain...(then [Insert Client Name] main message)”
 - “...but the real issue is...”
 - “I believe what you’re really asking is...”
 - “That speaks to a bigger point...”
 - “Another way to say this is...”
 - “I don’t know about that, but what I do know is...”



FLAG

- **What it Means:** Helping/guiding the conversation so the audience remembers your message/main point.
- **How To Do This:** Prioritize your responses with what you consider to be the most important messages. If a line of questioning is not allowing for you to hit your 3 main points, "Bridge."
- **For Example:**
 - "Allow me to make one final point..."
 - "The most important thing [Insert Client Name] is doing/supporting/working towards is..."
 - "The critical component In all of this is..."



AVOIDING FILLER WORDS

UHHHHHHHH....

YEAH, SO...

YOU
KNOW?

UMMM...

LIKE



ATTACKS & RESPONSES

Words in mouth?

“I wouldn’t quite put it that way”

False fact?

Correct it

Multiple questions?

Pick easiest or leading to key question

Far-fetched or
hypothetical?

“I don’t have insight into that.”



MEDIA INTERVIEWS DO'S

THE DO'S OF MEDIA INTERVIEWS

- Know your key messages (try to have a top 3).
- Speak in headlines or soundbites (The conclusion first – can you say it in 15 seconds).
- Avoid industry jargon (unless speaking to a trade publication where the audience is in the same industry as [Insert Client Name]).
- Be likeable and friendly, even in a serious interview. You do not want a journalist to write a story with a feeling of “negative energy from the interviewee.”
- Stick to facts that [Insert Client Name] stands behind, not personal opinions.
- Hold your ground. If a reporter seems to be asking the same question over and over, continue to repeat the [Insert Client Name] main messages.



MEDIA INTERVIEWS DON'TS

THE DON'TS OF MEDIA INTERVIEWS

- Never get cozy with the reporter, even if the interview is “over.” Don’t say anything that you wouldn’t be okay with your boss reading in the paper, seeing online or watching on TV.
- Avoid discussing your competitors.
- Don’t over answer. Keep your responses to sound bite lengths.
- If a reporter asks a negative question, never repeat it or emphasize it. Bridge to a more favorable message.
- Never lie, gossip or provide false information.
- Never speak for, criticize or blame others – this tends to always backfire.



DETAILS: WHAT TO WEAR



TV/VIDEO INTERVIEW:

Dress in solid colors (no crazy patterns). If it is a formal interview (discussing products/services), wear a suit. If it's more casual (discussing community involvement), wear a branded polo.

- **Women:** Aim to wear a blazer or button up style sweater so it is easier to clip on the mic. Otherwise, you have to slide the mic up a dress, skirt or shirt. Having the blazer helps clip on the mic, but also provides a pocket for the battery pack.
- **Shoes:** Remember to wear shoes that are clean on both the top and bottom. If you're sitting in an interview and you cross your legs, the camera might capture the bottom of your shoes!



DETAILS: WHAT TO WEAR

- **In-Person/Radio Interview:** Dress in solid colors (no crazy patterns).
 - If it is a formal interview (discussing products/services), wear a suit.
 - If it is more casual (discussing community involvement) wear a branded polo. It is important to dress professionally, just in case they bring a photographer to the interview to capture a few shots.
- **Editorial/Feature on You:** Choose colors that blend with the location.
 - Example: If your office colors are black/white/red, avoid harsh yellows and oranges.
 - If your office has a lot of white/light, choose softer colors (for casual suit or business professional).



DETAILS: WHAT TO WEAR

Hair: Make sure it looks in control, (you can use hairspray or gel to calm down fly always). Make sure it will stay out of your face during the interview. NEVER touch your face or hair during an interview.

Makeup: When doing your makeup for the interview, think soft and natural.

- Match your makeup to your skin tone (your goal is to have your makeup blend in, not stand out)
- Be primed against blush (if you get red when you're nervous, you may want to go light on the blush you apply and opt for a sheer bronzer or highlighter instead).
- Forget about crazy eyeshadow (if you wear it, it should hardly be noticeable).



AFTER THE INTERVIEW

AFTER THE INTERVIEW OCCURS

CLOSING:

- Ask the reporter/journalist if it went well and if they have any thoughts or feedback
- Ask the reporter/journalist if they need anything else, such as images, video, background information.
- Hand them your business card. This ensures they get the spelling and title correct.
- Offer up your willingness to help them in future stories.
- Send a Thank You email or note to the reporter/producer/journalist.



SUPPORTING MATERIALS

REMINDERS:

- **Always have business cards with you for in-studio or in-person interviews.**
- **If you have brochures or handouts that are updated, feel free to provide those after the interview.**
- **Always have a high res (300 DPI) headshot of all those that are media trained/spokespeople for your brand ready in your inbox.**
- **Have a Dropbox/shared media file that has a high res (300 DPI) logo, additional approved images and any available video.**
- **Thank them on social media, tag and share.**



VIRTUAL PRESENTING



VIDEO CALL INTERVIEW TIPS

- Be sure to wear pants!
- Set up in a quiet environment with Wi-Fi connection, quality lighting and no distractions.
- Sit straight up and have the camera angled showing your full face.
- Turn off your cellphone and computer notifications.
- If you'd like, have your talking points set up on screen.
- Log on at least 5 minutes early to ensure everything is ready to go.
- Try not to speak over the reporter or overuse "agreement words" as they are speaking to avoid audio issues.
- Remember the camera is always on!



LIGHTING & TECH TIPS

LIGHTING

Make sure you have good light from the front; avoid back lights (close blinds behind you). Natural light is the best choice, and consider supplemental lighting if needed.

BACKGROUND

Your background should enhance your image and align with your message; avoid cluttered backgrounds and distractions and consider using a branded virtual background if possible.

TECH

Consider dry-runs of the technology no matter what platform you use. A moderator can help control the presentation so you can focus on your words.



PREPARING FOR A CRISIS



CRISIS PREVENTION

How to prepare:

- Build a Crisis Plan
- Apply Best Practices
- Determine Your Strengths + Weaknesses
- Craft Messaging
- Media Monitoring
- Identify Your Crisis Team
- Assess the Need for Crisis Management Counsel



CRISIS PREVENTION STRATEGIES

- Put measures in place that will prevent crisis in the future (online and offline).
- Establish very specific guidelines and standards for key leaders and stakeholders.
- Develop reputation management strategies and share them with your organization, such as appropriate use of social media.



BUILD A CRISIS PLAN

Craft a comprehensive plan that includes:

- Crisis team members
- Stakeholders
- Communication strategies
- Immediate next steps



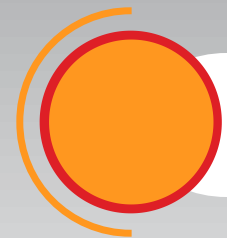
APPLY BEST PRACTICES

Outline, determine and carry out specific initiatives to manage the crisis successfully:

- Defined response times
- Communication timeline
- Authentic customer service




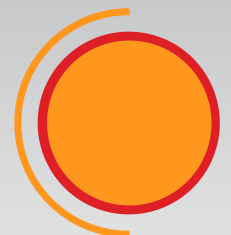
DETERMINE YOUR STRENGTHS + WEAKNESSES



Proactively identify ways in which you can best operate



CRAFT MESSAGING

-  Create communications that will equip your team with appropriate messaging—so that everyone is on the **same page**
-  Determine the various communications pieces you will need including **internal and external**



MEDIA MONITORING

Media Monitoring is Important.

- It should be a **standard operating procedure** to monitor what's being said about your organization
- Check social media platforms so that you're aware of **what critics are saying** about your organization
- Monitoring efforts should be in place **before** a crisis



WHO IS YOUR CRISIS TEAM?

EQUIP your crisis team with adequate messaging

REMEMBER that the team members are brand ambassadors



ASSESS THE NEED FOR CRISIS MANAGEMENT COUNSEL

Are you prepared for a crisis?

Answer the question ***before*** a crisis.

If you don't have the internal expertise to build your own plan, consider hiring outside counsel—so they can help you prepare in advance.



RIGHTEOUS PR SUPPORT

OUR TEAM PROVIDES MEDIA SUPPORT BY:

- Building PR plans/strategy
- Developing/managing media relations initiatives (materials development, press conferences, media outreach)
- Writing, editing and crafting content
- Supporting grant writing efforts
- Providing advice/counsel regarding PR issues (the bad, the ugly and the devastating)
- Leading crisis/reputation management strategies



SUMMARY

- PR must be thoughtful, authentic and relevant.
- Don't try to publicize everything—**be strategic!**
- If you have a thriving organization, at least 1-2 people should be dedicated to communication strategies.
- If you don't have a content creator in-house, find someone before you need them.
- Media training can only help you—it won't hurt you. It can help you to be a better speaker.
- If you have a crisis and need outside counsel, what you spend is an investment into your company's reputation. Don't get too bogged down in the cost of counsel. Bite the bullet.
- **Plan for a crisis before it happens.**



THANK YOU!

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