MEDIA TRAINING 101
ENHANCE YOUR BRAND

January 15, 2020

Today’s Objectives

▸ The media interview process and how to communicate your story
▸ Define key messages including appropriate responses to difficult topics
▸ Turn media into STMA advocates

Media Relations: Why?

▸ Creates positive awareness
▸ Allows you to control the narrative
▸ Presents opportunity to reach beyond your typical audience
▸ Allow others to advocate on behalf of you and your facility

What They Did Right & What They Did Wrong

Keys to Success: Before, During and After

▸ Take the time to prepare beforehand
▸ Jargon free answers will allow you to connect with the audience
▸ Follow-up communication lends itself to future opportunities

Before

▸ Prepare: This extends beyond speaking points. Know what to wear and wear to look if on-camera.
▸ Know why you’re being interviewed:
  ◆ What the reporter is hoping to obtain from the interview
▸ Make a list of key message points:
  ◆ “Message Triangle” method
During
- Strong quotes
- Be ready to go ‘off-topic’
- Be concise:
  Less is more as it creates a more efficient interview and allows a conversation to develop as opposed to a rigid Q&A

What They Did Right & What They Did Wrong

After
- Thank your counterpart
- Make yourself readily available for follow up

Interview Best Practices
Do’s
- State your message in a positive way
- Convey your message early and often
- Put your message in context
- Focus on the interviewer
- Remember you are providing the answers (controlling the narrative)

Don’ts
- Get drawn into speculation
- Be at the mercy of the question
- Forget your audience
- Assume the media member knows industry terms
- Try to take on a different persona – be who you are!
What They Did Right & What They Did Wrong

Answering Questions Effectively
- Make a plan for the interview
- Ask the questions you want to answer
- Avoid technical answers
- Do not ask to approve the story before it is published
- Do not say "no comment"
- Have facts to back up your points

Get to Know the Media
- Do your homework on the outlet and individual interviewing you
- A good story is about something the audience decides is interesting or important
- A great story is made by the important news coupled with effective storytelling
- Tell your story with consideration to what will make this 'can't miss' for the reader/viewer
- A good story does more than inform or amplify, it adds value to the topic

Proactive > Reactive
- Media has a tendency to cover the "here and now"
- Communicating regularly with media means they are more apt to get your side of the story
- Making an effort to establish relationships with key players in your area will allow your voice to be heard

Buffalo Media Relations Resources
- Ability to review media opportunity, gather sample questions and draft talking points
- Supply industry data, statistics and other thought leadership content
- Provide "Media Engagement Strategy" for enhanced professionalism and preparation
- Advocating on your behalf allows you to focus on maintaining your facility while ensuring your story is told
Crafting Storylines

- Tie into larger scale current events
- Think from the media’s perspective: How can I provide content that will interest their audience?
- Have a plan: Map out your upcoming year or season – key events, unique happenings, community gatherings
- Offer a ‘next step,’ whether it is a tour of your facility, images of yourself and the field, make sure you give the media a reason to engage with you

Engage Your Own Communications Team

- Offer your boss and/or communications lead the chance to shadow you for a day
- Discuss publicity opportunities with your organization’s media experts
- Prepare speaking points and participate in mock interviews
- Make your work and facility a priority for your communications team
- Seek opportunities that lend themselves to publicity – i.e. industry competitions and award nominations

Positive Media Results

LEVERAGE YOUR SOCIAL MEDIA

Put the EXPERT in Field Expert

What They Did Right & What They Did Wrong

19

20

21

22

23

24
Tap In to Your STMA Network

- STMA members are very active on social
- Great network to build your following and chime in on industry conversations
- Tag @FieldExperts and use #SportsTurf
- 2020 is all about member achievements!
- Craft your message and display your brand on your social channels

Questions?

Glenn Gray
Senior Vice President
GGray@Buffalo.Agency
@glenngray

Colin McDonald
Senior Associate
CMcDonald@Buffalo.Agency

#STMA2020