

Media Training

12/2/2011

Training Components

essaging

edia “Relationships”

urned Media A to Z

raditional and New Media

Messaging

Effective Messaging

Speaks to values and emotion

C's - Clear Concise Contrasting

Memorable

Not Policy Driven

CantonRep.com

“We know people are struggling there,” said MRDD board member Koshmider. “They were able to get through for our kids and our adults as a testament to how Stark County takes care of their own.”

Message Discipline

repeat

repeat

repeat

repeat

How Your Message



Message Umbrella

Message Box

You About You	You About Opponent
Opponent About You	Opponent About Opponent

Message Box

Vote No on Issue 2
to veto SB 5, the unsafe,
unfair law that harms us
all

Unsafe, against CB rights,
destroy Middle Class, job
loss, hurting your
community

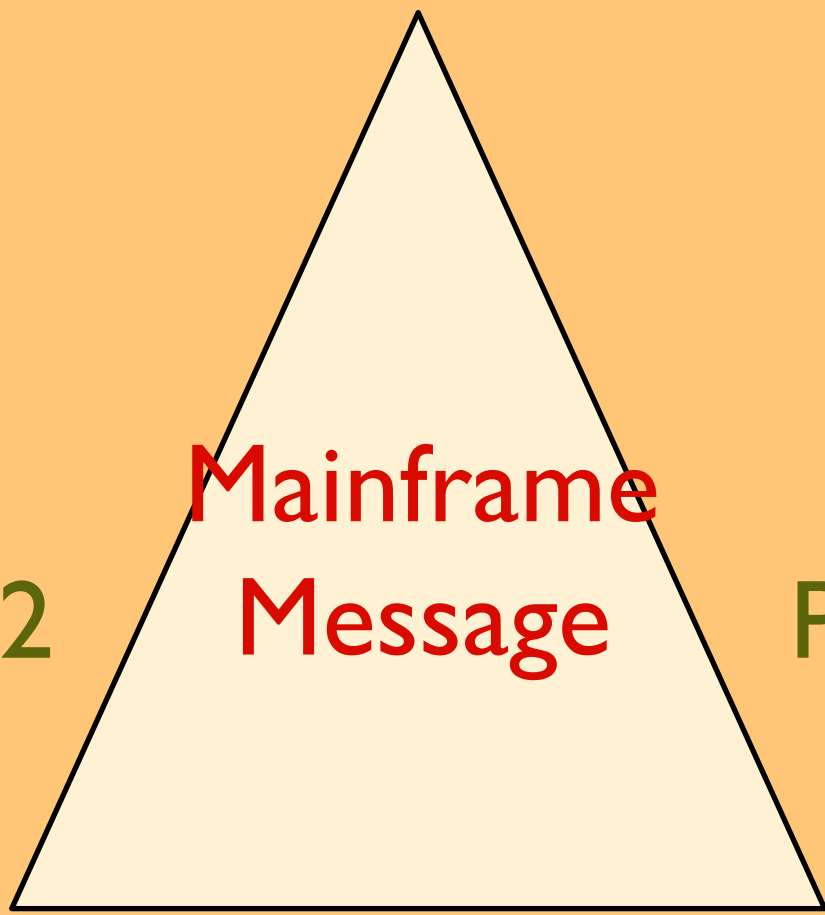
10 and 15 percent
Performance Pay
Cadillac Benefits
Privileged Elite

Fairness
to Taxpayers

Message Box (Exercise)

Message Triangle

Pivot Pt. 1



Pivot Pt. 2

Pivot Pt. 3

voting

Message Goal

Mainframe -

Point 1 -

Point 2 -

Point 3 -

What is pivoting?

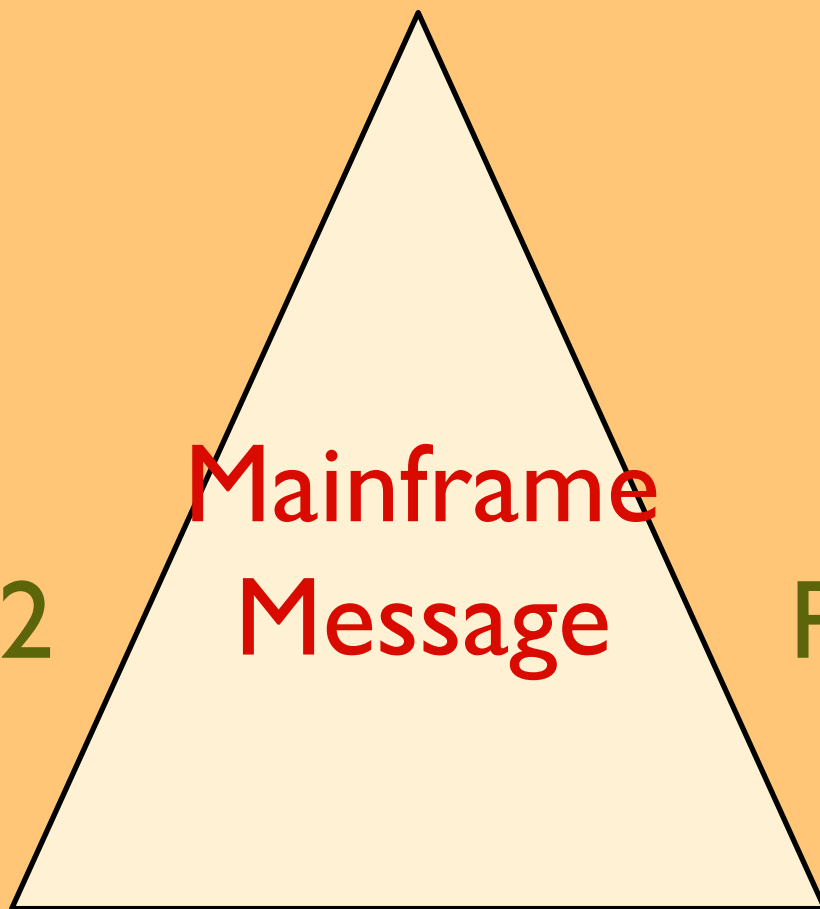
ing a difficult question into a message po

Why do we pivot?

ng back on Message
d question traps
back control of interview

Message Triangle (Exercise)

Pivot Pt. 1



Pivot Pt. 2

Pivot Pt. 3

voting

Practice Pivoting

ond to question
sition to pivot
ver message

Earned Media A to Z

What Is Earned Media?

Why Earned Media

It's free

It reinforces the message

It provides a local hook

Executing an Earned Media Event

- What is your message?
- Who will deliver?
- Where? (Location, location, location)
- When? (Event should be timely)

and press advisory

Hook

Why is this news?

Make pitch calls, sell it, make hard ask

ess conference

Pay attention to shot, group participants

Limit remarks, take questions

Thank attendees, followup with non-attending
reporters, send press release



Media “Relationship

On The Record

On Background

Off The Record

never lie
never assume you're Off The Record
be afraid to repeat, repeat yourself
answer questions if you're unsure
get angry
fill the silence
debate policy

How your message
Repeat your message
Use sound bites
Speak calmly, but passionately
Look directly at your interviewer
Answer questions you wished you were asked

Develop and maintain relations with:
journal reporters
Ongoing contact
journal editors/managing editors
editorial page editors

send emails

watch and listen!

Traditional and New Media

papers

sion

net

book

er

rtising: Google, Facebook, Pandora

Video