

Boy Scouts of America Grand Canyon Council Media Training

"When it comes to strategic communications, the only thing that hasn't changed is the need to be prepared."



LAVIDGE



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FOUNDED
1982

70
STAFF

\$70M
CAPITALIZED
BILLINGS

**EMPLOYEE
OWNED**

- "Best Places to Work" (8x)*
- "Top Agency in Arizona" (6x)*
- "Best Places to Work for Women"*

Megan Wahl

Associate Director, Public Relations

- Megan joined LAVIDGE in 2019 to help lead several top-tier clients in their PR efforts. She works with the team to create customized campaigns to help each client with their community and media outreach. As an associate director, she also manages junior and mid-level team members.
- She has more than 25 years of experience strategically guiding clients to increased revenue and brand awareness through PR, social media, event planning and content creation and implementation.
- Her PR experience spans across a variety of business sectors including commercial and custom residential architecture, structural engineering and design, food and beverage, commercial retail and start-ups, health and wellness, education, and non-profit organizations.
- Megan earned her BA from Arizona State University's Walter Cronkite School of Journalism and Mass Communications.



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Ellanna Koontz

Senior Account Executive, Public Relations

- Ellanna joined LAVIDGE in 2019 and acts as a key day-to-day liaison serving clients across a wide variety of industries.
- Her expertise includes strategic planning, content development, expert positioning, social media and public relations planning, as well as media pitching and placement on a local and national scale.
- She secures and coordinates media for the suite of LAVIDGE clients in healthcare, business and education.
- Ellanna earned her BA in Journalism and Mass Communication from the Walter Cronkite School of Journalism and Mass Communications at Arizona State University. She also holds a minor in personal health and a professional certificate in special events management.



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Media Training Agenda

- Media Communications Process
- Using Media to Build Brand Awareness
- Media Training
 - The world has changed since 2020, and so have we
- Practice Tips



The role **we** (your public relations team) play in coaching you for interviews:

1. **We** pitch the story & work all the angles
2. **We** work with you to ensure the opportunity fits your brand and goals
3. **We** secure the interview
4. **We** brief you on the media outlet and personnel
5. **We** screen the projected questions
6. **We** draft the key messages and talking points for your spokesperson
7. **YOU** do the interview
8. **We** follow up with the reporter

Using Media to Build Organization Awareness

- Foundational messages are critical to maximize media opportunities
- Figure out what the hook is and why they should care
- Positive interaction with the media is an effective and credible means of:
 - Driving awareness
 - Demonstrating your strength and value to stakeholders
 - Supporting community outreach efforts, programs
 - Communicating with the public



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Working with Journalists

- Their world changed in 2020 too, they're still busy covering the pandemic and political topics
- We want to respect their deadlines and understand that they are covering multiple beats, researching and drafting multiple stories at once
- We will help you build a relationship with them; we want to position you as a key source for their features
- We will fully prepare you and work closely with the journalists to ensure the best story, but we do not control the media
- We will provide all the assets the media will need including background data, videos and photography to back the story

Who's Who in Arizona Media

TV Broadcast in the Valley

- Ch 3/Ch 5 AZ Family and CBS
- Ch. 7 AZ TV
- Ch. 8 PBS/KAET
- Ch 10 FOX
- Ch. 12 NBC
- Ch. 15 ABC
- Ch. 33 Univision
- Ch. 39 Telemundo

News Radio Broadcast in the Valley

- 91.5 KJZZ FM Public Radio
- 92.3 KTAR FM
- KFYI AM
- KFNN AM
- KFNX AM

News Print & Online Publications

- The Arizona Republic/USA Today
- La Voz
- The Arizona Capitol Times
- The Phoenix Business Journal
- In Business Magazine
- AZ Big Media
- East Valley Tribune
- West Valley View
- Independent Papers

Arizona's Family



On Camera Interviews (in person)

- Solid pastels or dark clothes appear better on TV
- Be more animated than usual – on-camera interviews flatten expression
- When in person look at your interviewer, not at the camera
- Try not to fidget, but keep natural movement in your mannerisms
- Feel free to make small talk before an interview, but remember you might be quoted for what you say even outside the recording
- You're in control: Ask for what you need to be successful, whether that's a glass of water or a moment to collect your thoughts
- Show enthusiasm and smile!



Sounding Your Best During Interviews



- Stick to foundational messages and key talking points
- Speak clearly and maintain volume
- Answer in complete sentences
- Reference data and clear examples when possible
- Again, be enthusiastic and smile!

Sounding Your Best During Interviews cont'd

If the interviewer makes an INCORRECT statement, DO NOT REPEAT IT!

You can say “it would be more appropriate to say” and restate your key message.

If you don't know, say so.

Tell the reporter you will check on the information and get back to them later.

NEVER tell a reporter something you said is “off the record.”

If you say it, it's fair game.

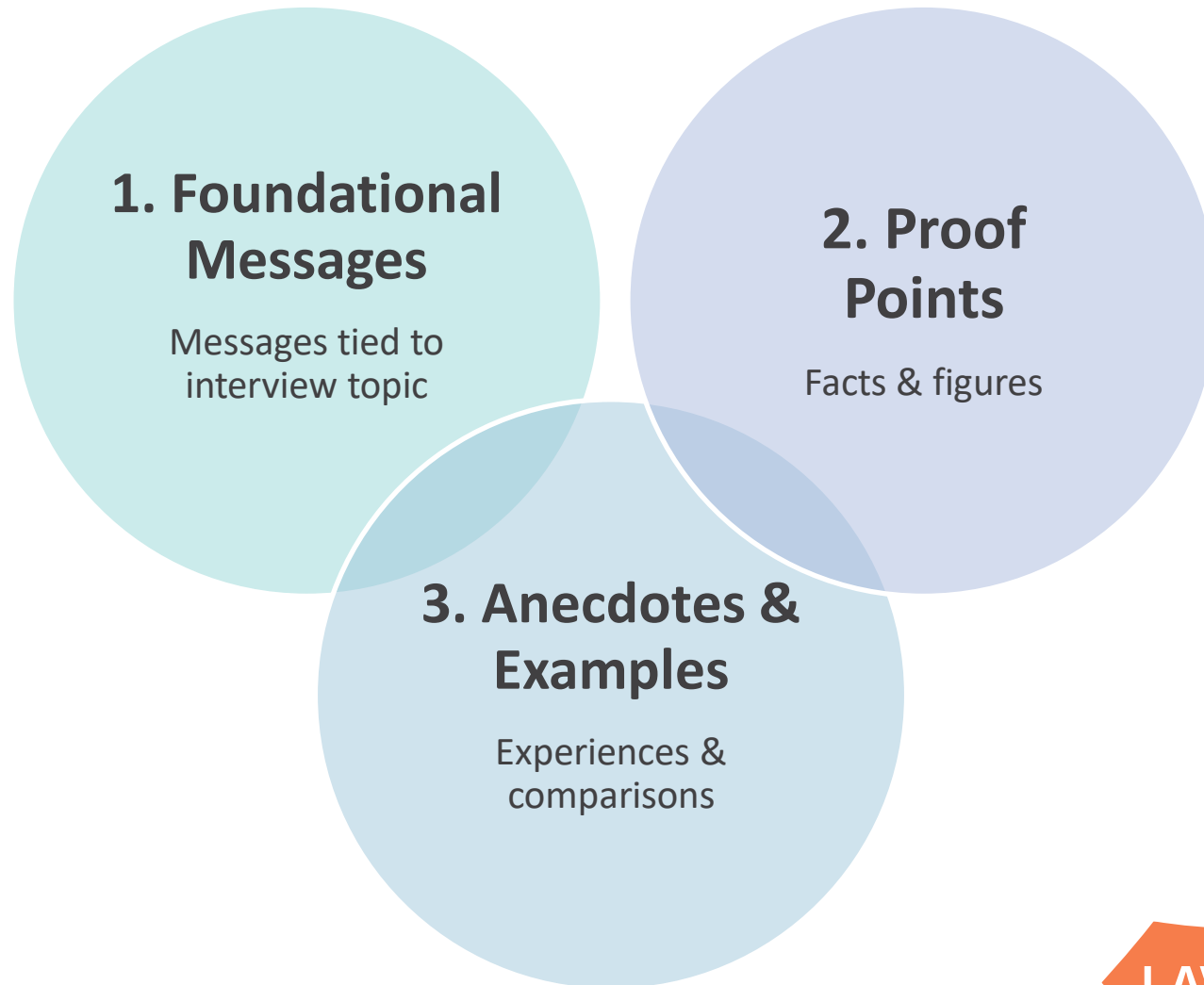
Virtual interviews: The new 'normal'

- Practice using the virtual platform
- Charge your laptop
- Pick a quiet space
- Find a brightly lit room
- Consider investing in a ring light
- Silence your phone
- Turn off computer notifications
- Roll your shoulders a few times and shake out any tension



- Double check your internet connection
- Choose a clean, professional background
- Keep your screen clear
- Use the mute button
- Look into the camera while speaking, not at the screen
- Maintain your focus
- Relax & smile!

The Perfect Answer



Bridging

ANSWER	BRIDGE	COMMUNICATE
Yes...	...And what's interesting is...	...Key message
Not quite...	...If you look at the data...	...Key message
I don't know that...	...But what I do know is...	...Key message
That is not how we see it...	...Our view is...	...Key message
That may be true in some cases...	...But in ours...	...Key message

Practice Using Your 'Zoom' Lens



Use to shift focus in or out when you are ill-equipped or unable to answer the question e.g.

Zoom in

- While I can't speak to the industry as a whole, our data has shown...
- It wouldn't be right to speak for our partners, but what I can say is we have noticed a trend for...

Zoom out

- I can't give you those specifics right now, but as a general trend we have noticed...
- I don't have those exact details right now, but across the state we are seeing an increase in...



Got it?

Good, practice and preparation makes perfection.

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Thank you!



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