

Media Training

It's amazing that the amount of news that happens in the world every day always just exactly fits the newspaper.

Jerry Seinfeld

Materials adapted from Marion Ceraso

Key Points

1. Why work with the media
2. How to frame your message
3. How to prepare and practice

Key Points

Key Point #1

Why work with the media

1. Reach
2. Impact
3. Control

Reasons 1 & 2: Reach & Impact



Reason 3: Control



Key Point #1

Why work with the media

1. Reach
2. Impact
3. Control

How to frame your message

- Frame for **policy, systems or environmental change**
- Convey **values**
- Be **creative**



The Pit of Personal Responsibility - aka "Swamps"



Frame for policy, systems, or environmental change



Frame: convey values

- **Prosperity:** When we invest wisely in children and families, the next generation will pay that back through a lifetime of productivity and responsible citizenship.
- **Ingenuity:** High quality programs for children have solved problems in early childhood development and shown significant long-term improvements for children — but many places still don't have access to these innovations.
- **Local control:** "A big part of the solution is in recapturing local control of our food."

Frameworks Institute: Talking about child mental health:
<http://www.frameworksinstitute.org/toolkits/cmh/>

Frame: convey values

Child care crisis seen posing economic peril

Officials seek to stem decline in county

By Michael A. Housley

Local politicians and business leaders expressed a growing concern Tuesday morning in July when Alameda County's Department of Social Services announced that it was planning to close 10 of its child care centers, leaving 10,000 children without a place to go to school or day care.

The county has just one child care center for every 100 children under the age of 5, a ratio that is far below the national average of one center for every 25 children.

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"If there are not enough child care facilities to accommodate our growing workforce, people will choose to live and work somewhere else."

Frame: be creative



"a giant check from "the licensed child care industry," to the California economy in the amount of \$5 billion, the amount of revenue that child care generates annually in the state."

Framing Review

- Frame for **PSE** change
- Convey **values**
- Be **creative**



Child care crisis seen posing economic peril

By Andrew A. Ross
WASHINGTON — Local officials and business leaders are warning that a shortage of child care facilities could hamper economic growth and job creation. They say that if there are not enough child care facilities to accommodate our growing workforce, people will choose to live and work somewhere else.

Key
Point
#2

A Reporter Called!



How to prepare and practice

- Communication Objectives
- Before the Interview
- During the Interview
- After the Interview

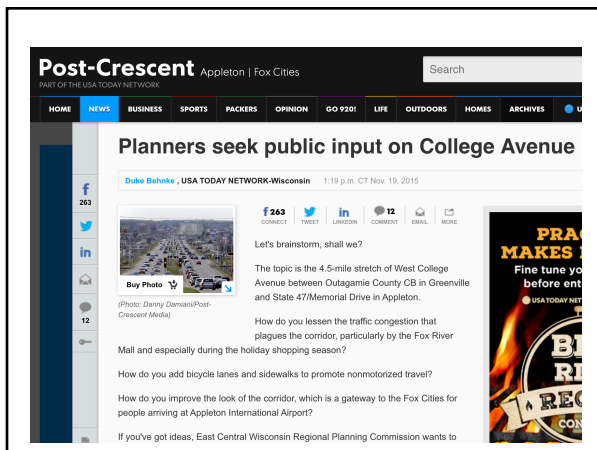
Key
Point
#3

Prepare & Practice: Communication Objectives

Support overall objectives

Communication Objective Example

- Overall Objective:** A transportation plan that includes bike and pedestrian accommodations.
- Communication Objective:** Community participation in input session to support complete streets plan.



How to prepare and practice: Before the Interview

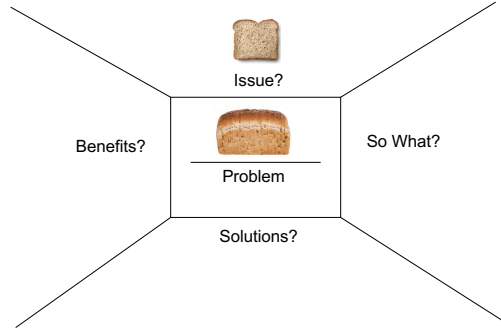
• Investigate

- Journalist
- Media outlet
- History of coverage

• Prepare

- Message box
- Supporting information
- How will you “illustrate” the interview
- Anticipate difficult questions

Prepare & Practice: Message Box



Prepare & Practice: Social Math

When you want to say....	Instead say....
The population increased by 90%	The population almost doubled
The lifetime risk of developing liver cancer is .46%	Of every 1,000 people, fewer than 5 will develop liver cancer
The extensive blankets of marine algae serve a vital function in the generation of oxygen	Marine algae are the lungs of the world

Prepare & Practice: During the Interview

Make Yourself Heard!

- Concise
- Conversational
- Captivating
- Correct
- Control

Prepare & Practice: After the Interview

- Anything else?
- Provide other sources

How to prepare and practice:

- Communication Objectives
- Before the Interview
- During the Interview
- After the Interview



Key Points in Review

1. Why work with the media
 - Reach
 - Impact
 - Control
2. Frame your message
 - Policy, systems or environmental change
 - Convey values
 - Be creative
3. Prepare and practice
 - Communication objectives
 - Investigate & prepare



References & Resources

- Frameworks Institute: Talking about child mental health: <http://www.frameworksinstitute.org/toolkits/cmh/>
- Nancy Baron. Escape from the Ivory Tower: A Guide to Making Your Science Matter, 2010.
- Making the Case for Early Care and Education: A Message Development Guide for Advocates, Berkeley Media Studies Group, 2004.
- Participatory Photo Mapping: www.la.wisc.edu/ppm
- Teens and young adults gather backyard harvests to distribute to the poor, seniors
Matthew E. Green, Special to The Chronicle Published 4:00 am, Saturday, August 30, 2008
