

HEALTHY WISCONSIN
LEADERSHIP INSTITUTE

Media Training

Materials adapted from Marion

Key Points

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

Key Points

Why work with the media

1. Reach
2. Impact
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**



Key Point #2

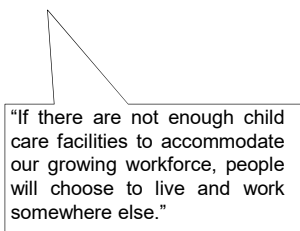
Frame for policy, systems, or environmental change

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.

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

Frame: convey values



"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**



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

How to prepare and practice

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



Prepare & Practice: Communication Objectives

Support overall objectives

Communication Objective Example

•Overall Objective:

Change community norms around alcohol and drug use in Brown County.

•Communication Objective:

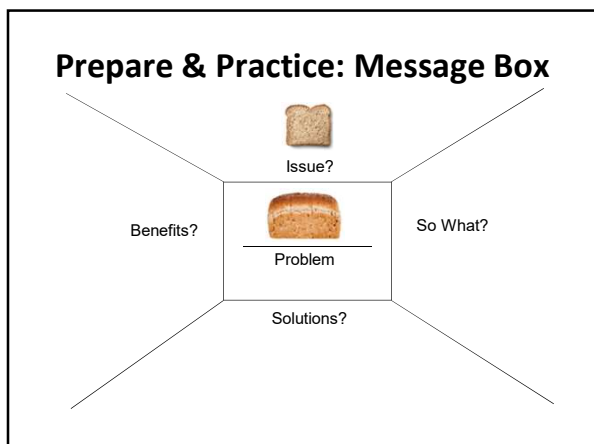
Increase public awareness of alcohol and drug misuse.

Rob: "do you get the sense that we in Wisconsin (the public at large) are taking this seriously or is it more that's just **Wisconsin we drink here?**"

Laura: "I think we get a little bit of that thought process and the **culture** is really hard to break into... What we want to look at is are there alternatives to that? Can we **create an environment** where you can drink socially but you do it in a way that is safe and not detrimental to yourself or others around you? That's what the team is spending a lot of energy trying to get our arms around. The other thing is that the alcohol industry is a business. One of the things that our task force is doing is trying to **collaborate** with the tavern league and those who are in business and serve alcohol to say how can we collaborate to do it safely and work on the **culture** within our community."

How to prepare and practice: Before the Interview

- **Investigate**
 - Journalist
 - Media outlet
 - History of coverage
- **Prepare**
 - Message box
 - Supporting information
 - Plan how to "illustrate" the interview
 - Anticipate difficult questions



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.

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.
