

Rehearsal, Reinforcement, Rabbit Holes and Resetting Expectations: How to Own Your Role as Advisor to Senior Leadership

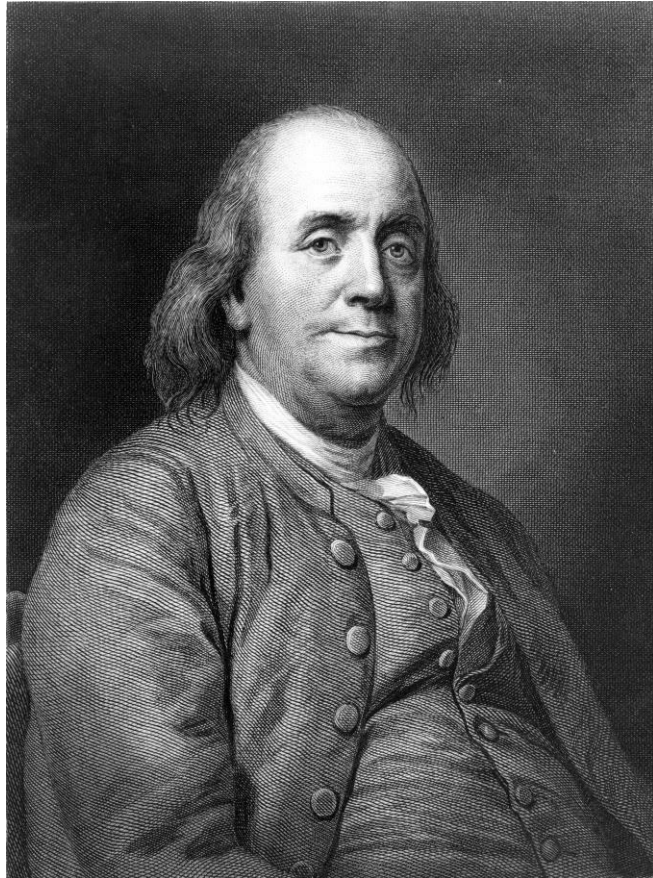


APTA Marketing & Communications Workshop
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Overview

- Rehearsal: Preparing the Opening Statement/**PR**reamble
- Reinforcement: Development of Key Messages
- Rabbit Hole: Saving the Interview
- Resetting Expectations: Meeting with Media and Senior Leadership



“By failing to prepare, you are preparing to fail.”
— **Benjamin Franklin**

Rehearsal: Preparing The Opening Statement/Preamble

- **What is a Preamble? How does it work?**
 - *Webster's Dictionary* defines a preamble as 1.) an introductory statement; 2.) an introductory fact or circumstance that indicates what is to follow.
 - Think of the **P**reamble as a strong soundbyte for the reporter to use. It's action-oriented and defines an issue that you think the public wants to know. Plus, the **P**reamble may send the interview down a different path and one your interviewee may control easier.

WPDE ABC TV15 Live Morning Show



Reinforcement: Development of Key Messages

- Consider the interview platform: Print, Television, Radio, Telephone, Social Media (Facebook Live, Instagram, Snapchat, Live Streaming, and so forth)
- Consider the leader's strengths in message delivery
- Audience consideration
- Consider the 5 W's and their sidekick H
- Develop 3 Key Messages; then, Narrow to 1 Key Point and 2 Soundbytes
- Be prepared for "other" questions and have a strategy in place

Rabbit Hole: Saving the Interview from Renegade Reporters or Rogue Leaders



Actions to take:

- Clearing Your Throat or soft cough
- Interjecting messages or prompts
- Mentioning “the speaker has something he’d like to add” before officially ending the interview
- Interjecting correct data
- Walking the reporter outside to review information and provide additional insight

Resetting Expectations: Hosting a “Come to Jesus” Meeting



Tips for Hosting:

- Don't schedule the meeting in a reactive state.
- Jot down notes of the issue(s) you have with the situation. Stick to those issues.
- Resist pointing fingers. Take the high road.
- Communicate your value as the point-of-contact. Exercising the intended protocol is a “win-win” for both sides (media and your agency).
- Agree on a sound strategy to achieve desired outcomes for everyone involved.

Thank you!



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