



APPEARANCE MEDICINE

MAKING AN IMPACT IN THE MEDIA

It where most people still get their
information

It shapes public opinion

Executed well, it can support strategic
objectives

Done badly, it can damage you and your
organization's reputation

Why Bother With The Media

- It's faster than ever - 24/7
- Confluence - print is doing broadcast, broadcast is doing print
- Changing newsroom = fewer journalists producing more stories
- Fractionalization of industry = more competition
- Being first versus being right

The Changing Nature of Media

- Effective messaging = when what you say intersects with the values of those listening
- Messages are not slogans instead one sentence ideas
- Require consistency and some repetition

Messaging 101

- Fact/ Result
- Problem/Solution
- Advocacy/ Call-to-Arms
- Benefits

Types of Messages

- Preparation is essential before any interview
- If a reporter calls employ Stall But Call
 - Ask for their name and media organization
 - Clarify the nature of information – possible angle
 - Deadline for the story
- Explain you're busy right now but will call them in 90-minutes

Stall But Call – The 90-minute Rule

Avoid:

- Jargon
- Running Off At The Mouth
- Abstractions – use concrete examples
- Never Lose Your Cool

Key
Messaging

- Use Strong Language
- Volunteer Information
- Give Examples
- Speak visually

Hints &
Tips

- Three is the magic number
- Prioritize
- The Art of the Transition

Structure
Your
Messaging

A = Answer

T = Transition

M = Message

Devil's
Advocate
Questions

- The Partial
Concession

- Neutral Pushback

- Can't Say

Devil's
Advocate
Techniques

- When you're asked to speculate
- When they try to put words in your mouth
- When you're asked to critique
- When they use shaky attribution

When You
Shouldn't
Answer

- Concern or empathy
- Action
- Perspective

The C-A-P Principle

- Posture
- Gestures
- Voice

Body
Language