

Donor Alliance Media Training



Who am I?

- Director of PR/Communications
- 12 years of experience
- All sides of all types of interviews



Who are you?



- Name
- Where you live
- Connection to donation
- Biggest fear with media

Agenda

1

Who is Donor Alliance?

2

About the Media

3

Interview Preparation

4

Controlling the Interview

Who, What?

Not-for-profit Organ Procurement Organization (OPO), federally designated by DHHS

Facilitate the recovery of organs and tissues for transplantation for Colorado & most of Wyoming

Educate and inspire Coloradans & Wyomingites to register as organ, eye & tissue donors

PEOPLE
FIRST

OUR **MISSION**

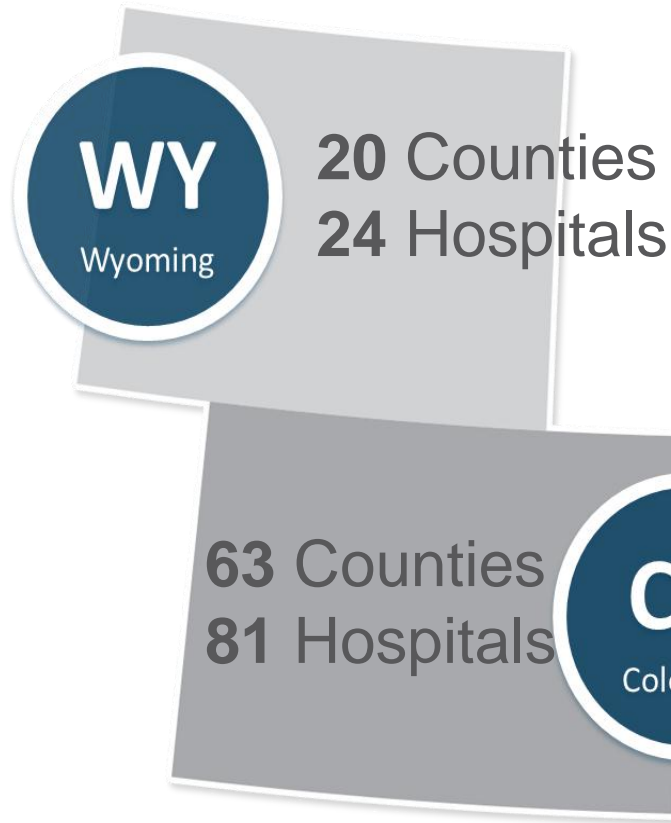
SAVING LIVES
THROUGH
ORGAN & TISSUE
DONATION



Donor Service Area & Partners

Transplant Centers

- University of Colorado Hospital
- Presby/St. Luke's
- Porter Adventist
- Children's Hospital



DLOs



Donor Hospitals

Dual Brands



Colorado



About the “Mass” Media

Diversified media technologies that are intended to reach a large audience by mass communication



Why Media?

- Mass media offers opportunity to educate public on facts – by the thousands
- Awareness drives:
 - Growth
 - Support
 - Funding
 - Collaboration/advancement

**We want to educate &
inspire large masses with
our mission**

Types of Media

- Mediums
 - Traditional: Radio, TV, magazine, newspaper (print/online/video)
 - New/digital Media: websites, blogs, podcasts, apps, social media
- Other key info:
 - Beat: Features, News, Investigative, Business, Sports
 - Ownership: Clearchannel, Gannett, etc.
 - Audience: language, age, education level



The Changing Media Landscape

- Instant news NOW
- More VIDEO
- Diminished resources; spread thin
- Rise of social media
- More sources, different standards



Emergence of Social Media

- Anyone can be a “journalist” so you are ALWAYS ON



- Content can spread virally in minutes, not always factual
- Social cited as hard news source
- Not private, Difficult to undo
- Educate & participate!

- Facebook
- Twitter
- Instagram
- Blogs
- YouTube
- Others: Pinterest, Flickr, Digg, Mixx, StumbleUpon, Picasa, Smug Mug, Tumblr, FourSquare

What Do Media Want?

Courteous & timely response

- Speak to spokesperson/human element
 - Simple and interesting answers to questions (sound bites)
 - Information that appeals to readers/viewers
 - Timely and trend-related information
 - Demonstrated need for your product/service
 - Exclusive stories
 - Both/all sides
- Speedy response: 83%
 - Easy access to experts/executives: 58%
 - Advance notice of important news: 58%
 - Open and honest relationship: 47%
 - Sharp opinions on topical issues: 40%

Source: Text 100 Press Research

Why media calls on us?

- Proactive programs
 - Feature stories
 - Events
 - Programs
 - Org./Industry data & info
- Ad hoc inquiries
 - Donor/recipient case inquiry
 - Business news
 - Technological advancements
- Crisis communications
 - Accidents
 - Policy review



[Proactive Example](#)

How we respond

- PR spokesperson
- Subject matter expert
- Localized, Personalized account
- Prepared statement
- Executive spokesperson



Interview Preparation

An important key to success is self-confidence. An important key to self-confidence is preparation.

-Arthur Ashe

Know who you are talking to

- Who/Why interviewing you?
 - Types of media
 - Types of reporters
 - Type of interview (live vs. recorded)
 - Deadline/timing
 - Audience
- News reporters/investigative - looking for a timely story; maybe linked to scandal, rumor or news event; may not be educated on donation
- Columnist - looking for an overview and is opinion-based
- Feature writer - covers topic in depth and may be more lifestyle-oriented
- Social media - blogger, e-publication; anything may go

Know what you are talking about Define Your Key Message

Your Story! (in 30 seconds!)

KISS: 3 Supplemental Key Messages

- More than 2,400 locally in need of a lifesaving transplant
- A single donor can save 8 lives thru organ donation and heal 100 with tissue donation
- You can help by registering to be an organ & tissue donor
 - Saying 'Yes' at the Driver's License Office
 - Online anytime

Preparing for Your Interview

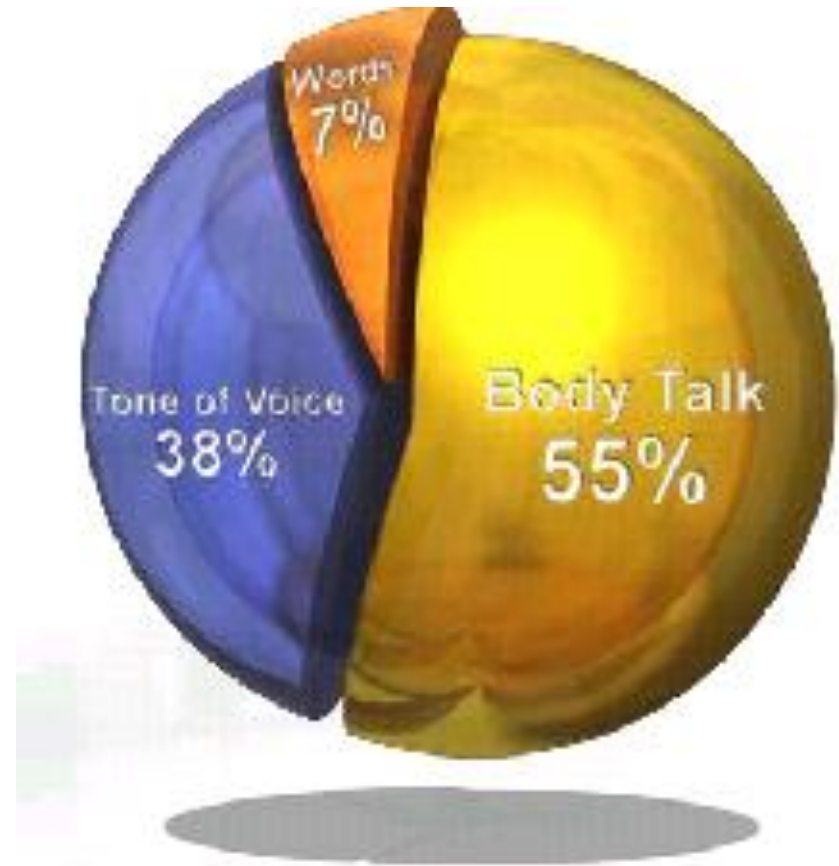
- Internalize, do NOT memorize
- Practice: verbal & non-verbal
 - Converse with a friend



Video courtesy Skill Pill

Tips for all types of Interviews

- Things to be aware of during an interview
 - Appearance
 - Attire
 - No fidgeting
 - Speak s-l-o-w-l-y & clearly
 - Eye contact; look at interviewer
 - Speaking pace, “um”s, “ah”s, pauses, tone of voice
 - Be real - yet sincere & passionate!



** Source: Albert Mehrabian*

Tips for Phone/Online Interviews

- Do not take a “cold call” - Schedule a time to promptly call reporter back; it’s OK to ask for deadline and follow up shortly
- Have written notes in front of you, Cross off points on your list as you make them
- Conduct interviews from a land line if possible, if not a find a QUIET place and STAY THERE
- Voice is critical – show enthusiasm, NO speakerphone
- Consider standing up, gesturing
- Don’t send first draft of emails



Tips for Video Interviews

- Any Video interview treat as TV
- Quiet, undisturbed location
- Dress appropriately: *no narrow stripes, bright colors or whites!*
- Speak clearly
- Maintain good eye contact with Interviewer (camera)
- Don't be distracted by anything else going on around you
- If there are technical issues, calmly try to resolve them



Exercise

- Why are you passionate about donation? (in 30 seconds)
- Tell us about the upcoming Donor Dash.
- Anything else you'd like to add?

Controlling the Interview

“Always remember: They get to ask the questions,
but you get to give the answers.”

— *Colin Powell*

Rules to Remember **

DO

- Breathe!
- Anticipate questions
- Prepare your key messages
- Know your audience
- Look at Interviewer
- Be conversational but do not lose sight of your agenda
- Refute untruths, tactfully
- Stay cool and in control
- Be yourself, Be REAL
- Enthusiastic!

AVOID

Top 3 Mistakes

- Rambling/filling the “void”
- Fragmented statements
- Jargon or acronyms
- Speculating/guessing
- Positioning your personal opinion as the official position of any organization
- Arguing
- Repeating the negative
- Commenting on rumors
- Badmouthing competitors or naming names
- Going “Off the Record”

Interview Keys

- Give your most important information first
- Keep answers short, concise
- Create strong quotes - Think in terms of headlines
- Repeat your messages
- Speak with confidence, only answer what you know

Handling tough questions

- Think ahead!
- Who are you speaking for?
 - If sharing personal opinion, please make that clear
- If you don't know an answer direct reporter to Donor Alliance
- Let us know -
 - Capture
 - Consistency

Handling tough questions

- If I have a donor heart on my license, doctors may not try as hard to save me, will they?
 - The first priority of any medical professional is to save lives when sick or injured people come to the hospital. Organ and tissue donation does not become an option until death has been declared.
- Wealthy people and celebrities can move up the waiting list for an organ transplant more quickly, can't they?
 - When you are on the waiting list for an organ, the severity of your illness, time spent waiting, blood type and other important medical information are what places you in line for a transplant, not your financial status or celebrity status.
- Can people recover from brain death?
 - Brain death is the irreversible loss of brain function. It is legal death and is finite. It is not the same thing as a coma or vegetative state. **OR**

Handling tough questions

Defer to Donor Alliance:

I'm not sure I'm the best person to answer that question, but I'm happy to direct you to someone who can. What I do know is more than 2,400 people right here in our area are in need of a lifesaving transplant.

Handling tough questions

- Flagging:
 - The most important fact for people to know is...
 - What is critical is...
 - Let me tell you about this in a nutshell...
- Bridging:
 - However the most important issue here is...
 - Before we leave the subject, let me add that...
 - With this in mind if we take a look at the facts...
 - What all this means is....

Touchy Situations

The Reporter...

You...

| | |
|--|--|
| Puts words in your mouth | "I wouldn't quite put it that way." |
| Mentions a false fact | Correct it, politely |
| Asks multiple questions in a row | Pick the easiest question to answer that leads to a key message |
| Jumps to conclusions | Call it out |
| Asks far-fetched questions; Speculation | Refuse to respond to an extreme or hypothetical |

Repeating Negative

The quote

“The announcement was "not indicative of any kind of bigger problem or financial issue," he said.

- P&G CFO Jon Moeller

The headline

**P&G says CEO Change Not Due to
“Bigger Problem”**

What if

“We are optimistic about our growth and reaffirm our long-term guidance.”

**P&G Optimistic about Growth Amid
CEO Change**

When & How NOT to Answer

- Avoid answering out-of-bounds questions (personal; financial; negative; rumors)
- It is OK to not know an answer!
- Politely walk away



Instead of “No Comment” say

- “I don’t have all the facts available to answer that question right now; however, I think it is important to note...”
- “I’d direct you to Donor Alliance who is the federally designated to coordinate organ donation.”
- “I’m not sure I’m the best person to answer that question.”
- That’s a great question! I’m not sure. What I am focused on is...”

Wrapping it up



- Reiterate Key messages
- Mention the website and resources for more info
- Thank the interviewer
- Smile!
- Never assume you are 'off camera'

Are You Ready?

