Abbreviated News Media Training: Leaders at JCC

Practical Exercise I

AGENDA

- PURPOSE, PRIORITIES, OBJECTIVES, LINES OF EFFORT

- THE "VIKINGS"

- INFORMATION
  a. REASONS TO ENGAGE
  b. THE NEWS MEDIA LANDSCAPE

- TIME
  a. MESSAGE DEVELOPMENT

  b. PREP

Credentials

Who is training you?

- 27 years in Army National Guard (23 in HIARNG, 4 in KSARNG)

- XO during deployment to Iraq

- PA Planner during deployment to Afghanistan

- 2X Cdr, 4X different camouflages, 3X different PT uniforms

- Multiple responses- Lava(s), Hurricanes, COVID, Maui Wildfires

- Oldest Major in history of Guard, 5th most decorated PAO in HING

- Best nickname or potential call sign

Earned not Taken

JOSEPH ANTHONY WWW.TRUETOLIFEPHOTOGRAPHY.COM

2018 KILAUEA LAVA FLOW

"Blockage" – an obstruction which makes movement or flow difficult or impossible

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Major Mistake

ACTUAL SCREENSHOT FROM FOX NEWS COVERAGE
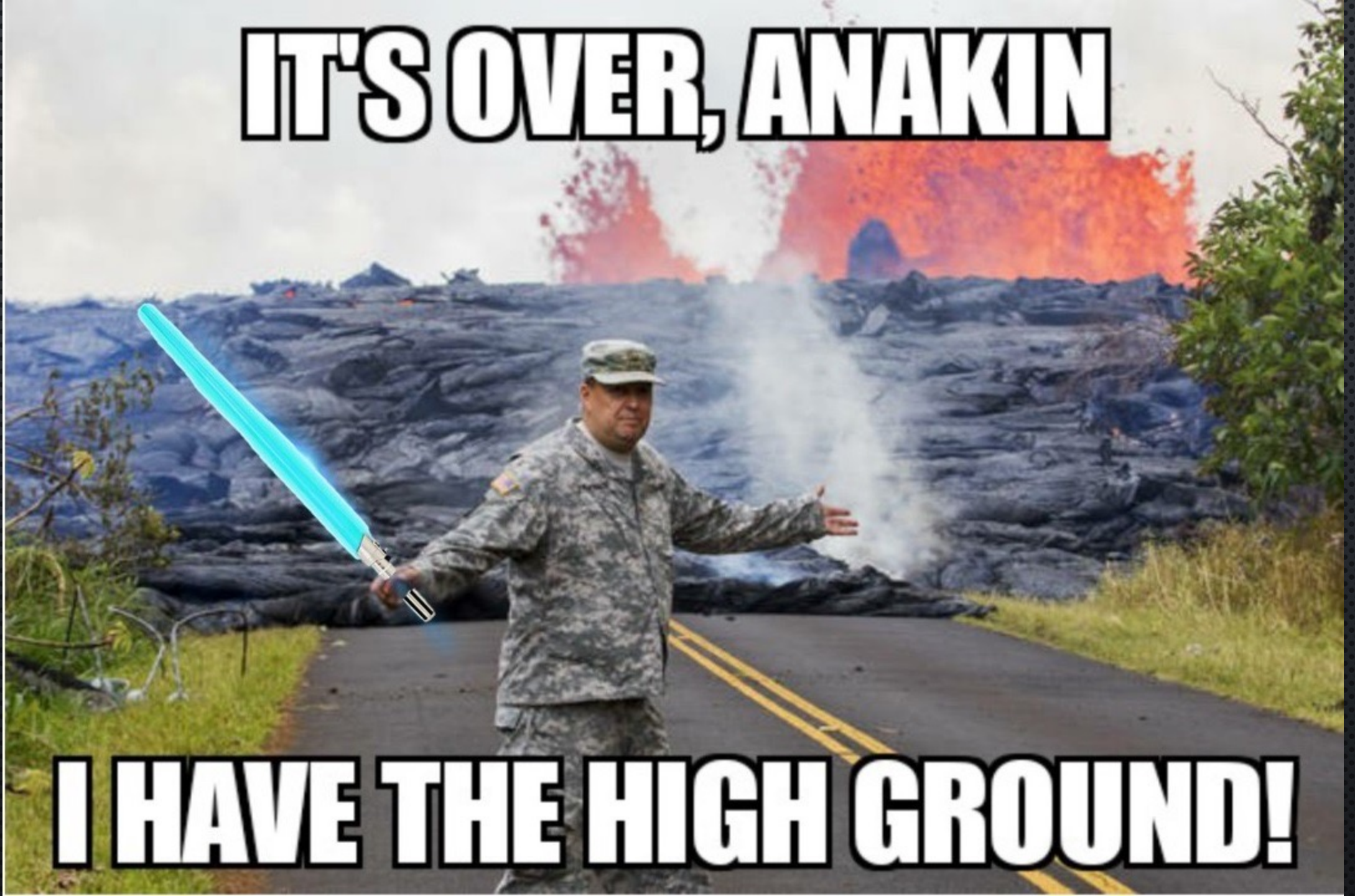
Thanks FOX NEWS

MAJ. BLOCKAGE

MIKE BRUCK
SAFARI HELICOPTERS

SPEWING LAVA AND TOXIC GAS FROM HI VOLCANO
FORCING OAHU RESIDENTS TO EVACUATE

FOX
NEWS

FOX NEWS ALERT

FOX NEWS   MOST WATCHED. MOST TRUSTED.   FOX NEWS

PURPOSE

1. UNDERSTAND THE MEDIA AND THEIR PERSPECTIVE

2. PROVIDE THE TOOLS NECESSARY TO ENGAGE WITH THE MEDIA

3. PREPARE YOU FOR SUCCESSFUL MEDIA ENGAGEMENTS

THE VIKINGS

1. How will you contribute?

2. Don't guess and fail.

3. Will it affect the organization?

4. Information & Time

INFORMATION

REASONS TO ENGAGE

1. Obligation

2. Opportunity

3. Ownership

4. To Inform, not Persuade, Motivate or Entertain

INFORMATION

THE NEWS MEDIA LANDSCAPE

1. What is news media?

   i. Focus on delivering news to the public

   ii. Communicates current events and analysis to people.

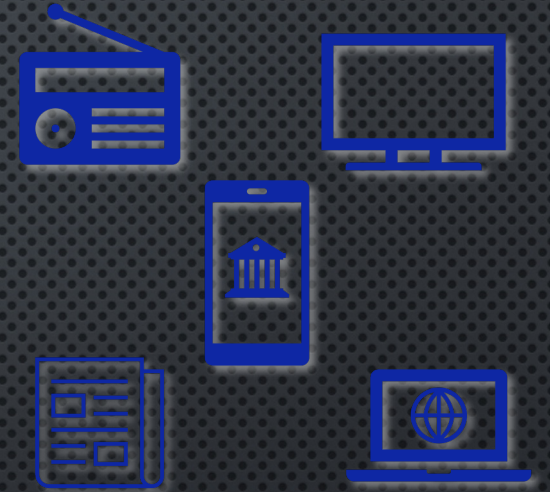   iii. Money Making industry, ads = airtime

INFORMATION

THE NEWS MEDIA LANDSCAPE

2. How should we view news media?

   i.   Forum for public transparency
   ii. Necessary for legitimacy/accountability
   iii. An opportunity to tell story and establish credibility

INFORMATION

THE MEDIA LANDSCAPE

3. News Media platforms

INFORMATION

THE MEDIA LANDSCAPE

4. Ultimate goal for media

    i. Take this, put there

    ii. Content is "King", "Newsworthiness"

Timeliness, Proximity, Prominence, Controversy

Suspenseful, Emotional, Odd, Change, Celebrity

"When a dog bites a man, that is not news, but when a man bites a dog, that is news."

INFORMATION

THE MEDIA LANDSCAPE

4. Ultimate goal for media

    i. Take this, put there

    ii. Content is "King", "Newsworthiness"

    iii. Deadlines vs Schedules

    iv. "The News Cycle"

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INFORMATION

THE MEDIA LANDSCAPE

5. What can we do?

   i. Provide newsworthy info…

   ii. Strategically timed for mutual benefit that…

   iii. Can be used on multiple platforms

INFORMATION

THE MEDIA LANDSCAPE

6. Media Relations

    i.   Don't let perceptions interfere

    ii. They want to be first

    iii. "Time is money"

    iv. "Sound bite journalism"

TYPES OF MEDIA INTERVIEWS

1. TV

2. Newspaper- In-person, phone, Zoom

3. Radio- In-person, phone

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TIME

How to prepare for a Zoom meeting

TYPES OF TV INTERVIEWS OR ENGAGEMENTS

1. Single: "Multimedia" camera/reporter

2. Two: a reporter & a camera person

3. News Conference/Panel/Roundtable

4. Live/Look Live/Recorded

5. In-person/Phone/Zoom/Email

6. In-Studio/On-Site/Remote On-Site

TIME

Press Conferences

1. PAO will coordinate- TPs, Cmd Msgs

2. Set Ground Rules- How ?s will be asked

3. All on same page, set the tone

4. PAO to control pace and moderate

5. Rehearse- possible questions, who speaks first, order, walk-up

6. Background Players, "Eye Candy", reactions

7. Follow-up: "I will get back to you…"

TIME

TYPES OF STORIES

1. Hard News

2. Bad News

3. Comment for larger piece

4. Feature Story

The Prep is the Same

TIME

PRE-GAME

1. Research Media**

2. Be Early

3. Introduce yourself, Talk-Story before interview

4. Ask "What questions you will be asking?"

5. Teeth, Booger Check, Uniform, Badges

6. Location- bground noise, What is in view?

TIME

IT'S GONNA BE THE SAME:

1. Name, Rank, Position or Title

2. Start Slow, then roll

3. Look at the reporter, not the camera

4. Speak in short sound bites, 7-10 secs

5. Relax, don't fidget, don't rock, don't nod

6. Hand gestures- Ricky Bobby

7. The last question- Be Ready!!!

TIME

THINGS TO REMEMBER:

1. Watch your "ums" and "ahs"

2. Avoid jargon, acronyms

3. Every question is a new question

4. If reporter looks bored, they are

5. Stop and start again

6. Ask for question again
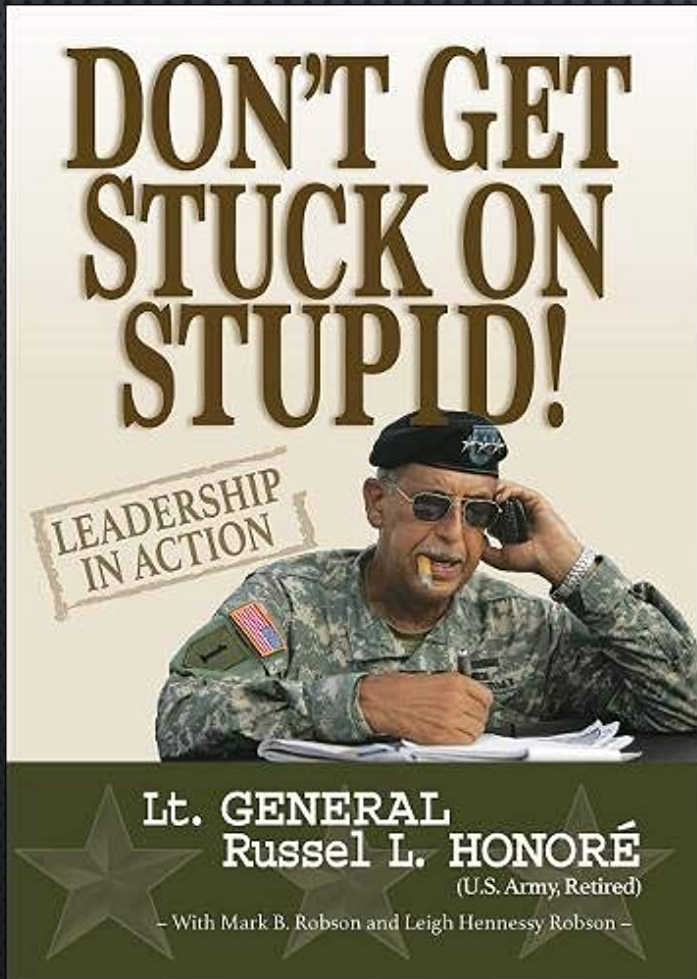
TIME

Tips to become a better conversationalist

TALKING POINTS & COMMAND MESSAGES:

1. Talking Points
   i.   Stats and Facts
   ii. Tactical

2. Command Messages
   i.   Tailored Communication
   ii. Directed at specific public
   iii. Aligned to a specific theme
   iv. In support of specific end state
   v.   Strategic

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DON'T GET STUCK ON STUPID!

LEADERSHIP IN ACTION

Lt. GENERAL
Russel L. HONORÉ
(U.S. Army, Retired)

– With Mark B. Robson and Leigh Hennessy Robson –

COMMAND MESSAGES:

"Hawaii Guardsmen are professionals who are committed to their state and mission."

"The HING core values of integrity first, service before self and excellence in all we do have not, and will not change."

"We are invested in the partnership with county X and will continue to work until the community is back on its feet."
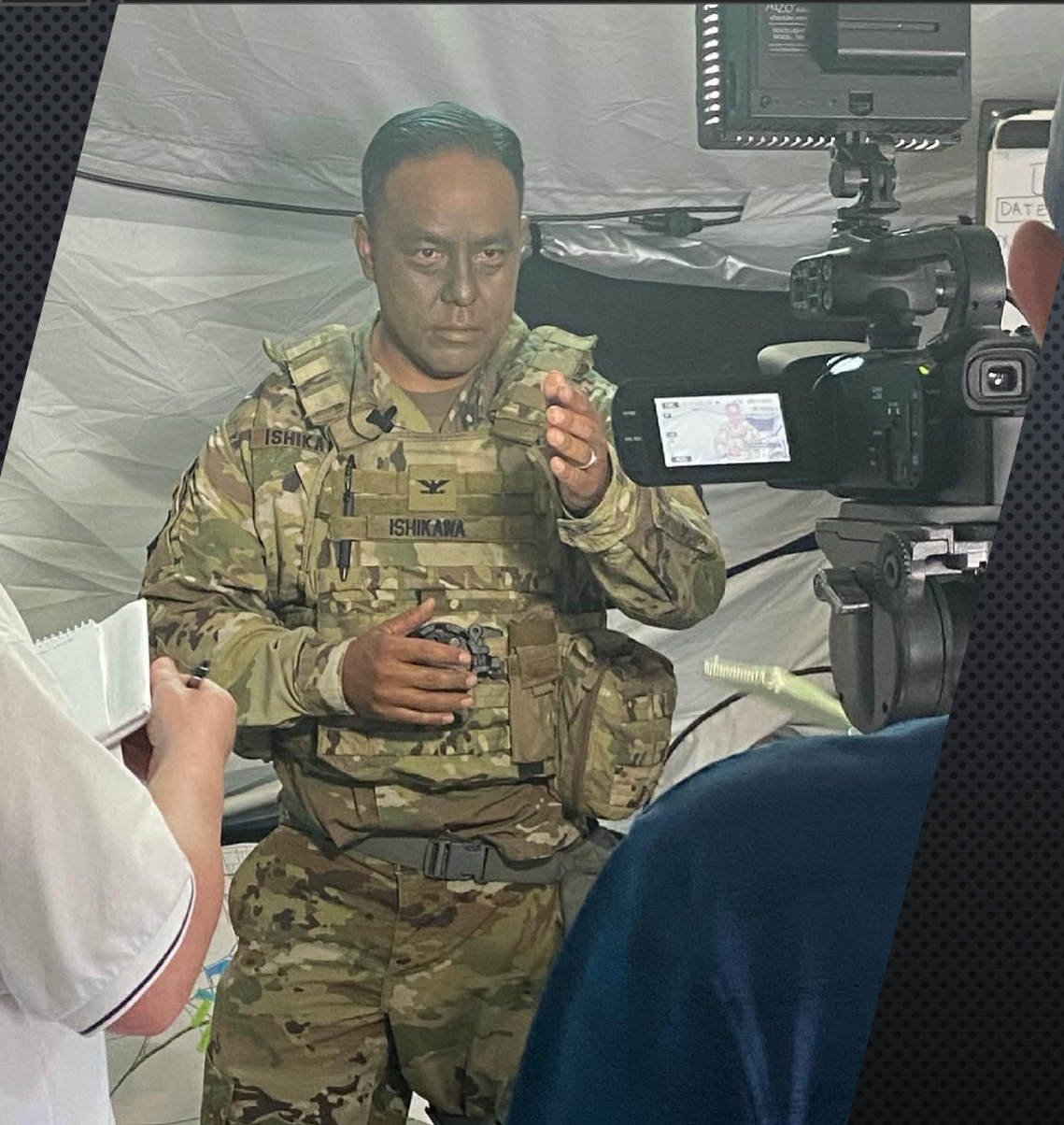
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"Our number one priority is X."

TIME
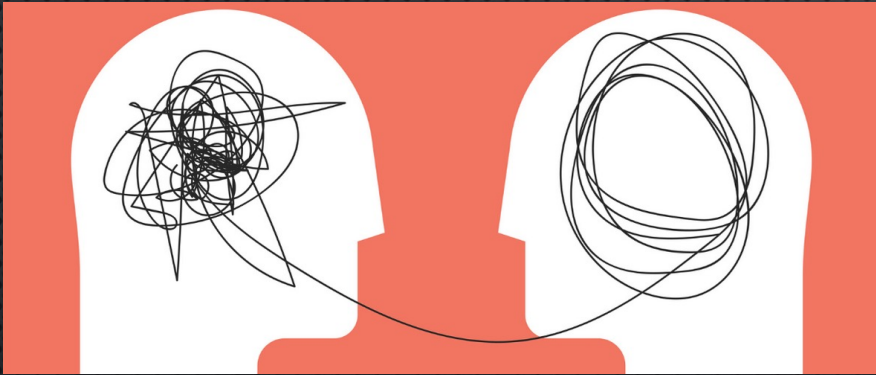
TALK GOOD:

1. Tripartite Division- "We search for new technology, we put it to the test, and we deliver it to the warfighter."

2. Headline and then support it

3. Don't use a long word, when a short one works

4. Stay in your lane, never speculate

"LICENSED WEAPONS"

TIME- THE NEXT LEVEL

THE NEXT LEVEL:

1. 5 x 5 x 5

   1. 5 Questions you want to be asked
   2. 5 Questions you will be asked
   3. 5 Questions you don't want to be asked

2. Time to think

   i. Acknowledge the question
   ii. Repeat the question

TIME- THE NEXT LEVEL

THE NEXT LEVEL:

3. Bridging and Blocking
   i. "What I do know…"
   ii. "And another thing…"
   iii. "What's also interesting…"
   iv. "What I can share with you…"
   v. "That's incorrect."
   vi. "No, not really…."
   vii. "Let me point out what…"
   viii. "The Hawaii National Guard…"

More bridging and blocking:

"That's not my area of expertise…"

"I don't know about that…"

"I am not comfortable talking about X, however…"

ESTABLISH GROUND RULES:
1. Time of Interview
2. Location of Interview
3. Weather- Plan B
4. Length of Interview
5. Topic of Interview
6. Topics not to be discussed
7. Background- Not for attribution
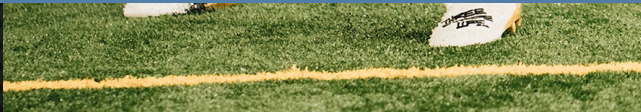8. "Off the record"
9. PAO on-site
10. End at anytime

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TIME- THE NEXT LEVEL, TAG

TAG Recommendations:

1. Communicate

2. Build that relationship

3. Release Authority

4. "Star Power"

TIME

Rehearse, Rehearse, Rehearse:

1. Write out Q&As, read them aloud
2. Practice 5x5x5 in front of mirror
3. Use your/a PAO
4. Review TPs and Cmd Messages
5. Hands, Clothes, Location
6. Do not arrive out of breath, be early
7. 1-2 days out is preferred

Practical Exercise 2

News Media Training: Leaders

Questions?

What can PAO do for you?

1. Cover newsworthy event- Pupukahi, Social Media, Invite/Escort Media
2. Assist with Communication Campaign- Infographics, Videos
3. Amplify Event/Campaign- Using HIDOD website, Social Media
4. Provide Public Affairs Training- Basic & Leader, UPAR, Social Media...
5. New: Podcast, Na Koa Exchange: Boots, Wings and more
6. Command Photos- Internal Use, at units, must schedule (weekdays)
7. PA Resource:
   a. "Could XXX have a negative media impact?"
   b. "Should we post this on our unit FB page?"
   c. "One of my Soldiers…does this break any PA policy?"