

## Media Spokesperson Mini-Training

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Public Information Officer
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### Unclear Writing... Can you translate?

Our company has experienced a fourth-quarter equity retreat.

The company lost money in the last quarter.



Volume-related production scheduling adjustment

In General Motor-Speak: Closing an entire factory.

Single-purpose agricultural structures can generate geographically magnified olfactory stress.

Livestock farms stink.



Cascade this to your people and see what the push-back is.

Get your staff's thoughts.

Gridlock occurred due to a failure of an electronically adjusted, color-coded vehicular-flow control mechanism.

A traffic light was out and caused a traffic jam.



## Media Types

- Print
- Radio
- TV
- Online/New media



## Media Policy

Varies by District—be aware of expectations and roles

Spokespersons—in Districts, tends to be Health Director (see above)

Subject Matter Experts (SME)—your most likely role.  
Experts craft the messages---essential to media relations!



## Message Mapping & Risk Communication



- Vincent T. Covello, PhD  
Founder & Director, Center for Risk Communication  
Message Mapping
- Peter Sandman, PhD  
Lecturer & Consultant, clients include NPHIC, CDC  
Risk = Hazard + Outrage



## Risk Communication Truths:

- Risk communication is a science-based discipline
- High concern situations change the rules of communication
- The key to risk communication success is anticipation, preparation and practice



## Risk Communication Goals:

- Enhance knowledge and understanding
- Build trust and credibility
- Encourage appropriate attitudes, behaviors and beliefs



## Risk Communication Strategy:

1. Identify issue or scenario
2. Determine primary stakeholders/target audiences
3. Determine potential questions or concerns
4. Develop key messages
5. Develop supporting information for key messages
6. Test & Practice key messages
7. Deliver through appropriate communication channels



## Message Mapping Core Concepts: The Rule of 3

1. Three Key Messages
2. Three Key Messages Supported by Three Supporting Messages
3. Repeat Messages Three Times

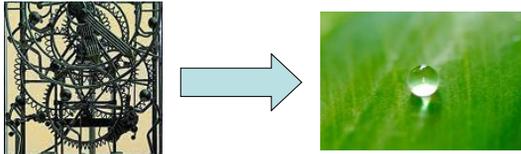


## Message Mapping

1. What Is It? Why Do We Need It?
2. How Do We Develop the Map?
3. What Do We Want to Consider?



## Message Mapping What Is It? Why Do We Need It?



Complexity requires organization  
 Not having time requires organization  
 One definition of management = "judicious use of means to accomplish an end"  
 More difficult the situation...the more important this is!



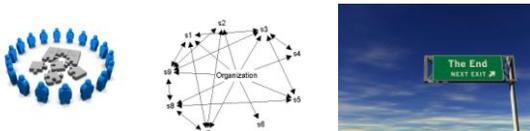
## Message Mapping How do We Develop the Map?

1. Bring together issue-specific team
2. Brainstorm
3. Identify most important ideas/facts/ responses; narrow down to 3 key messages
4. Identify supporting data



## Message Mapping What do I Want to Consider?

The Public Health Team  
 Your Stakeholders / Target Audience  
 "Begin with the End in Mind"



## Message Map

Question or Concern:  
 Stakeholder/Target Audience:

Key Message 1	Key Message 2	Key Message 3
Supporting Fact 1.1	Supporting Fact 2.1	Supporting Fact 3.1
Supporting Fact 1.2	Supporting Fact 2.2	Supporting Fact 3.2
Supporting Fact 1.3	Supporting Fact 2.3	Supporting Fact 3.3



## The Message Map 27/9/3 Mantra

- 27 words
- 9 seconds
- 3 messages



## Message Map

Question or Concern: How Goes the War with Pharnaces the II? circa 47 BC  
Stakeholder/Target Audience: Caesar's friend, Amantius

<b>Key Message 1</b> I came	<b>Key Message 2</b> I saw	<b>Key Message 3</b> I conquered
<b>Supporting Fact 1.1</b> The journey was long and hard	<b>Supporting Fact 2.1</b> The enemy's armies were large	<b>Supporting Fact 3.1</b> We engaged the enemy forthwith
<b>Supporting Fact 1.2</b> We suffered heavy losses	<b>Supporting Fact 2.2</b> They were well armed & equipped	<b>Supporting Fact 3.2</b> Our legions fought bravely
<b>Supporting Fact 1.3</b> Despite the difficulties, we arrived in force	<b>Supporting Fact 2.3</b> They were well positioned	<b>Supporting Fact 3.3</b> The enemy is destroyed



## Message Map

Question or Concern: What is happening with the TB investigation?  
Stakeholder/Target Audience: General Public

<b>Key Message 1</b> Health District is working with the VDH to investigate possible exposures of TB.	<b>Key Message 2</b> TB is spread through the air when a person with active TB in the lungs or throat coughs, sneezes, speaks, or sings.	<b>Key Message 3</b> TB is a serious disease but highly treatment is available.
<b>Supporting Fact 1.1</b> The investigation continues to show that there is no risk to the general public.	<b>Supporting Fact 2.1</b> People in close, prolonged contact breathe in bacteria and become sick.	<b>Supporting Fact 3.1</b> TB is caused by bacteria and usually occurs in the lungs, but can happen anywhere in the body.
<b>Supporting Fact 1.2</b> The health department is following the CDC guidelines for investigating people potentially exposed to TB.	<b>Supporting Fact 2.2</b> TB is not spread by shaking hands, sharing food or drink, touching bed linens or toilet seats, sharing toothbrushes or kissing.	<b>Supporting Fact 3.2</b> Most people infected with TB bacteria do not get sick.
<b>Supporting Fact 1.3</b> For more information contact VDH	<b>Supporting Fact 2.3</b> There are tests used to help detect TB infection - the TB skin test and TB blood tests.	<b>Supporting Fact 3.3</b> People with TB disease need to take several drugs for many months to get well.



## Message Mapping

- Message maps are a viable tool for risk communicators.
- They ensure that risk information has the optimum chance of being heard, understood, and remembered.
- Most importantly, they encourage us to develop a consistent set of messages and speak with one voice.



## Questions?

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