



Media Relations Skills for Physicians

Increase your confidence, credibility and rapport

May 15, 2009

9:00- 9:05	Welcome and Introductions
9:05 -10:00	Goals for the Day <ul style="list-style-type: none"> • The Media—Why they're so valuable • Who are they anyway? • What makes reporters tick and what are they looking for • Relationships with reporters- how to build them and keep them • Different kinds of media and tools you can use
10:00- 10:30	The Interview—the good, the bad, and the ugly <ul style="list-style-type: none"> - Know your audience (the reporter and the consumer) - Tips to avoid being ambushed - How to handle difficult questioning
10:30- 10:35	<i>Break</i>
10:35- 11: 25	More on Interviews <ul style="list-style-type: none"> - The mechanics of an interview - What makes you quotable - The power of sound bites - How to prepare for an interview - Exercise—Practice What you have Learned
11:25- noon	Non-verbal behaviors say a lot about you –Do's and don'ts
Noon- 2:00	Lunch & Noon Speaker
2:00- 2:40	The Power of your Voice <ul style="list-style-type: none"> - Tips to decrease anxiety and showcase confidence - How to decrease the likelihood of being misquoted, misunderstood or tagged as unquotable - Exercise: Practice using your voice to be a more effective communicator

- 2:40- 3:00 **News conference vs. media event**
- How to conduct yourself at either
 - The Do's and Don'ts
 - Learn how to get your message across
 - Exercise—It's about you - a Mock news conference
- 3:00- 3:05 *Break*
- 3:06- 3:40 **Apply the Tools so You get in the News**
- The elevator speech
 - Your main points
- 3:40- 3:50 **Show time- Practice One-on-One interviews**
- 3:50-4:15 **Editorial Board Visits**
- What are they?
 - How and when to take advantage of them
 - Who should attend?
 - Why they're frequently overlooked
 - Exercise
- 4:15-4:45 **Assessing Your Strengths and Opportunities for Growth**
- Know what you are good at and how to play to that strength
 - Know who can help you shine
- 4:45- 5:00 **Putting it all together**
- Review goals for the day
 - Review individual assessments/identify one focus area
 - Questions?
 - Action steps
- 5:00 **Adjourn**

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