



TRAHAN & ASSOCIATES

YOUR CLEAR BEACON IN THE MEDIA & CRISIS STORMS.

Gumbo Media Relations

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You're On!

Manage Media Interviews Like A Super Hero Spokesperson



The 3 C's of Media Relations

- Control
- Competence
- Concern



Accessibility

- To The Top Dog
- Media Access to you



Preparation:

Researching the questions

- Reporter's questions
- Your own questions
- Focus on topical issues
- Be the devil's advocate
- Elements of news
- 5 x 5 x 5



Prep for Standups & News Conferences

Standups

- One hour of Prep time for every minute of airtime.
- Three-Seven Minute Standup = up to seven hours of Prep.

News Conferences

- 13 minute News Conference = 13 hours of Prep time



Preparation:

Developing responses

- Information + message = good response
- Response vice answer
- Command messages or Talking Points
- Labels



Preparation: Find the Information

- Tell the Truth!
- Nothing but the Facts (Staff)
- SAPP

Command Messages/Talking Points

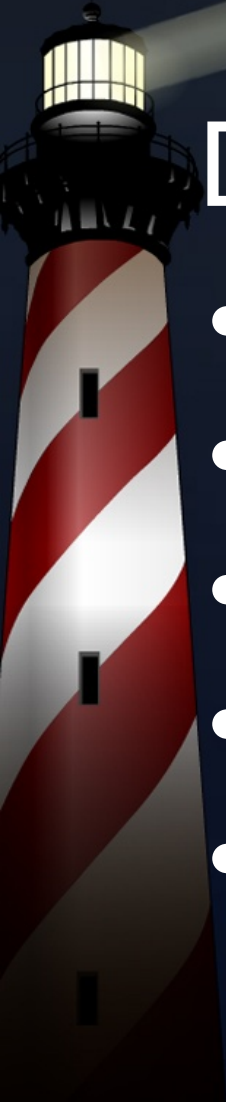
*Command Messages –
Statements or information that you work
into responses that explain the
command's position on a particular
issue or event.*





Command Messages/Talking Points

- Explain what you want the audience to remember
- What are we doing about a problem/issue?
- What is our position/angle on the matter?
- Command messages are not generic



Developing Gumbo Messages

- 27-9-3
- 27 words
- Nine---Twelve seconds per message
- Three messages
- Three Supporting Gumbo Messages



Crisis Situations

Right Information

Right People

Right Time

Humility & Accountability



Be Humble

Be Accountable to your audiences

Communication Skills

- Effective Listener
- Listen-Pause-Think-Answer
- Effective Non-Verbal Skills



Channel Your Inner Aristotle

- **Ethos:** Your Character-Reputation. Your audiences asks who are you? What are your values & beliefs?
- What's your experiences?
- Will you share your pain?





Channel Your Inner Aristotle

- What added value do you bring to the platform?
- You must build a BRIDGE of Trust & Confidence with your audiences.



Channel Your Inner Aristotle

Logos: Reasoning –logical, rational,
Persuasive and defensible argument
for what happened & what will you
do to fix the problem.



Pathos: Passion-Emotion for an organization or person. Show Me-feeling & sympathy. You can't fake it-show it!



Bridging Techniques

Answer/Acknowledge=Bridge

Phrases=Command Message-

Stop

The Interview

- Open with 25-40 second summary
 - who, what, when, where and what we're doing about it
- Each statement stands alone
- Look at the reporter, not the camera
 - importance of non-verbals



Condolence Message Strategy

Instead of our hearts go out change to: I have just returned from meeting with the families of employees who were killed in this tragedy and I ask that all of you pray for them and their loved ones.

Condolence Strategy

- You Must make your audiences feel attached to you & your message. Your actions are the key to forming that bond.





Thank You!

God Bless You and America!

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