



 **St. Luke's Health Initiatives**
Media Coaching Handbook



A LITTLE ABOUT US



Chip Scutari

Chip brings a deep expertise of politics and a reporter's instinct to the public relations and communications

coaching world. For 15 years — including seven years covering the Arizona Capitol — he worked on the journalistic frontlines covering powerful politicians and influential business leaders. His web of connections and understanding of the intersection between policy, politics and business helps position clients in a wide array of environments.

Chip has been a guest on the Fox News Channel, National Public Radio and has provided political analysis to The New York Times. He also moderates a variety of business panel discussions and debates for companies and non-profit groups. He has a B.A. from Providence College in Business Administration and a Master's degree in journalism from Syracuse University.



Dave Cieslak

Formerly an award-winning newspaper reporter, Dave has brought his journalism skills and in-depth

political knowledge to the public relations field. Dave's coverage of our nation's biggest stories filled his BlackBerry with contacts in politics, business, justice and education — and his connections inside California and Arizona media outlets are invaluable. Dave helped build the communications section of the City of Scottsdale Fire Department in 2005 and became its public information officer. And in 2008, Dave was tapped to serve as the Arizona communications director and chief spokesman for Barack Obama's presidential campaign.

The Southern Poverty Law Center and Associated Press Managing Editors have cited Dave's work as a writer, educator and mentor. Dave is a guest lecturer at Arizona State University and the Freedom Forum Diversity Institute at Vanderbilt University. Dave has a B.A. in journalism from the University of Arizona.



Keith Yaskin

Keith Yaskin is President of The Flip Side Communications which offers video production, media training, media

relations, employee communications, copywriting and social media. Before that, he was a TV reporter for 17 years. He won three Emmys and three first place Associated Press Awards. In 2006 the AP named him Arizona's TV Reporter of the Year. He graduated from Northwestern University's Medill School of Journalism. Keith was an investigative reporter who covered everything from government to business to education. He has covered hurricanes and space trips to Mars and interviewed countless CEOs, public figures and celebrities such as Charlton Heston and B.B. King.



MEDIA RELATIONS BEs & DON'Ts

Be honest.

Be passionate.

Be prepared.

Be expressive.

Be accurate.

Be courteous.

Be concise.

Be calm.

Be consistent.

Don't lie or mislead.

Don't be evasive.

Don't be defensive.

Don't speculate.

Don't lay blame.

Don't deny what happened.

Don't be negative.

Don't speak before thinking.

Don't stonewall.



Quick tips:

- Being passionate will show your natural charm and enthusiasm for your cause.
- Don't lie — Like Mom always said, "honesty is the best policy."

Notes:

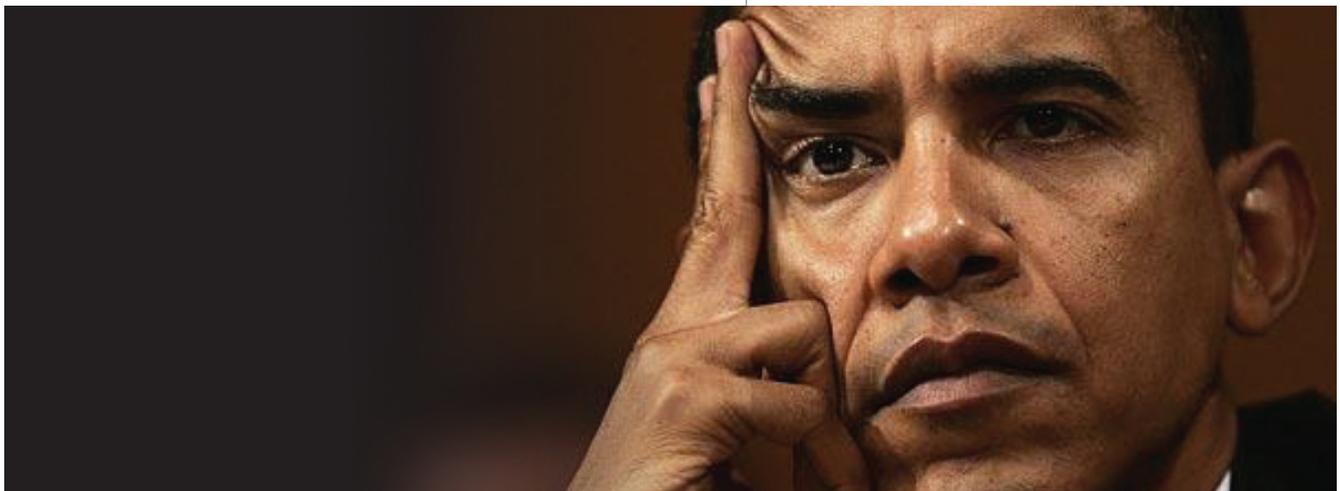


SEVEN DEADLY SINS

* COMPILED FROM DECADES OF BAD INTERVIEWS

1. Breaking into Jail

As you get more comfortable and settle in to an interview, it's only natural to let your guard down. The conversation begins to flow and you feel like, "Hey, this is really getting somewhere!" You're probably right — and let's keep it that way by not deviating from our talking points or dabbling in things you don't know or simply wish were true.



EXAMPLE: BARACK OBAMA

President Obama is known for his oratory skills, but even he makes mistakes. Take a recent prime time news conference that was supposed to be about health care reform — before it got sidetracked because of one reporter's question. Obama was asked about the arrest of Harvard professor Henry Gates at his home by Cambridge Police. Obama, who is known for his careful choice of words, said officers "acted stupidly" in arresting Gates. It's a comment Obama would later regret.

The President had to do a mea culpa at a White House briefing, which resulted in the so-called "beer summit" a few days later. And, it was a huge mistake for Obama because it destroyed the message he was trying to deliver that night on health care reform.





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3. Message MIA – Missing In Action

Failing to prepare three simple, key messages in advance of your interview. If you don't edit your story down to its three most important points, then someone else will do it for you. And, if you don't know the crux of your story, it's easy to fall flat on your face with thousands of people watching.

EXAMPLE: RICK PERRY

Remember Texas Gov. Rick Perry's "oops" moment during a GOP presidential debate? In one of the all-time embarrassing moments, Perry couldn't recall the three federal agencies he would eliminate - despite making that a central theme of his campaign. Perry's poll numbers flatlined soon after the humiliating blunder and he spent the next day trying to dig himself out of the wreckage.



4. Runaway Adrenaline

Everyone gets a little nervous or excited before a big interview. The key is channeling that energy into a concise, compelling message. When your calm, cool and collected, your arguments instantly become more convincing and credible.

EXAMPLE: CHARLIE SHEEN

When Charlie Sheen's television career took a massive downslide, he inexplicably decided to do interviews with every television reporter on planet Earth.

Nobody can forget Charlie's runaway adrenaline, which produced now-infamous phrases like "WINNING" and "TigerBlood." Those blunders led to Charlie becoming a national punch line and forced him into rehab - for his tarnished image.





SEVEN DEADLY SINS

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5. Information Overload

Using a mountain of acronyms or peppering the listener with industry jargon is a surefire way to lose your audience. Hit it and get out. An effective answer to a media question should last about 15 to 30 seconds. You don't have to dominate a conversation to win the argument. Think compelling, concise and credible.

6. Walking In Unprepared

Hall of Fame golfer Jack Nicklaus likes to say, "There's no excuse for being unprepared in life." We agree. Before an interview, find out about the media outlet, the target audience, the anchor/reporter and what the listener and reporter wants from you. Walk in unprepared at your own peril.

7. The Tin Man Syndrome

We've all seen the poor souls who look stiff, pale, bland and boring on camera. Not good. Using very little body language doesn't conjure up an image of confidence.



Speaking without any emotion or visual "sparklers" is just like the Tin Man before Dorothy found his oil can.

Notes:

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TV INTERVIEWS

When all eyes are on you, what you say, how you're sitting, even the tone of your voice can make or break your big moment. Here are some tips to remember in a TV interview:

- Know the single most important point you need to get across.
- Work on your "quotable quote," and make sure your message is succinct and memorable.
- Avoid the phrase, "I think".
- Lean slightly forward toward the camera.
- Touch interviewer/anchor's arm or hand to show warmth.
- Fluctuate your voice tone, like you're talking to a friend.
- Wear neutral colors: Dark blue is always a good choice.
- Know the set: If your legs will show, don't wear jeans or a dress.
- You're so vain: Check your makeup, hair and teeth before the segment.
- Look at the interviewer, NOT the camera.
- Answers should be 15-30 seconds, total.
- PRACTICE ... PRACTICE ... PRACTICE ... Then PRACTICE some more.

RADIO INTERVIEWS

Because these interviews lack the visual component TV interviews offer, careful word choice and tone are key. This, however, is changing because radio stations now offer live streaming video of their studios and newspapers are posting video interviews conducted by reporters and editorial boards.

- Fluctuate voice tone
- Use descriptive words, creating visuals
- Think of radio as "theatre of the mind"
- There are no tough hosts, only ill-prepared guests.
- Have your entire message (still three points) written out in front of you.
- When given a choice between being interviewed by phone or in studio, try to do the interview in studio. You will get more time in the studio and it is harder for hosts to be nasty to you if you are sitting three feet away from them and looking them in the eye.
- If you are booked on a one-hour talk show, remember the audience changes every 15 minutes, so you must repeat your message constantly.
- Callers can be especially nasty, but they cannot force you to be nasty or say stupid things.
- Don't be afraid of callers.
- Don't react to the negative energy of callers or hosts.

PRINT INTERVIEWS

Sarcasm doesn't work in print.

During phone interviews, have your three-point message sound bites in front of you.

You are not a reporter's personal Librarian of Congress; you don't need to provide facts for hours at a time to reporters.

Assume everything you say is on the record unless you have a very specific agreement otherwise. Even if the pens and recorders have been put away and you are walking the reporter to the door, anything you say can be used in the story.

If you hear a reporter typing when you are saying one of your sound bites, slow down and let the reporter catch up. Then say it again.



THE EVOLVING MEDIA WORLD

Traditional media outlets such as newspapers, radio and TV are facing new competition. Many are struggling to survive in the face of a rapidly changing world. It seems like a week doesn't go by without reports of massive cutbacks or the closure of a newspaper. New media outlets such as blogs, social networking sites like Facebook, Twitter and YouTube are having a dramatic impact on how news is covered.



More people have a voice today because of new technologies. News coverage is no longer limited to professional journalists.

Many new media outlets lack the traditional editorial vetting process, which can lead to inaccurate and biased reporting.

Never forget: a cell phone is a TV camera these days!



Remember, most people make up their minds within 15 seconds or less!

Notes:



FINAL TIPS

- Select no more than three key message points.
- Know your audience and your interviewer.
- Never lie, guess or speculate.
- Know the length of the interview and the range of topics to be covered.
- Use Sound bytes with substance and keep your answers concise.
- Do not say anything “off the record.”
- Do not argue or get defensive.
- Don’t give “no comment” as a response.

Notes:



SCUTARI & CIESLAK PUBLIC RELATIONS

“The expertise Chip and Dave bring to the table, in a wide array of mission critical areas, including media relations, new member development and public affairs has been a true asset to my organization.”

—TODD SANDERS, President & CEO
of the Greater Phoenix Chamber of Commerce



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