

Media Training the Media Trainer



Presented by Cari Brunelle and Jason Milch
Jaffe Associates, Inc.

November 17, 2009

JAFFE ASSOCIATES | Making It Happen

A horizontal bar composed of five colored segments: purple, blue, red, green, and yellow.

When do your attorneys need media training?

Who should do the training?

Do you have a firm media policy to support you?

Who should speak with the media?

- It depends on the issue being discussed
 - Client matter, trend story, big win, etc.
 - Firm wide or crisis issue - should only be addressed by member of firm's leadership
- Position at the firm
 - Can associates do interviews?
 - What does the practice chair think?
- Which attorneys are good and which are not

Managing attorney expectations

Media relations cannot:

- Control what is said, photographed or printed
- Make sure your firm is mentioned
- Control when the story runs
- Make the phone ring
- Win your attorney the business
- Change an image overnight

Types of media training

- Media Relations 101
- Crisis media training
- Reactive media training (reporter calls for source commentary)

Teach your attorneys the basics

- How to identify what is newsworthy
- What audience do you want to reach - strategize
- The need to educate reporters
- How the media work – deadlines, interests, etc.
- Speaking on background – when and which reporters to do it with

Teach your attorneys the basics

- When they should tell a reporter no comment
- How to field a media call
 - Use the PR staff to do background on the reporter
 - Never answer cold
- Conflicts checks – know client issues
- Importance of preparing messaging for an interview
- Think of building relationships with reporters the same as clients

Don't forget to tell them what to do when it's over

- Let the reporter know how to reach her/him
- Ask the reporter to mention firm name – not all will do it
- Ask about their quotes – email them or read them back to fact check
- Follow-up with the reporter after the story runs

Tough questions call for even more preparation

- Talk through all aspects of the issue with designated spokesperson
- Develop a strategy
- Draft comprehensive Q&As
- Develop messaging and ensure that spokesperson does not deviate from it
- Spokesperson never answers the phone cold
- Who else might be called for comment and what they might say
- Insist on mock interviews
 - In addition to messaging, spokesperson's demeanor and tone are often important in sensitive situations

- Determine whether the attorney is an appropriate source and the firm's best choice
- Client conflict and subject matter checks are extremely important
- Be aware of reporter deadlines
- Provide background on the reporter
- Research reporter's recent articles
- Develop key messages

Mock training and questions



Getting in touch

Jason Milch

milchj@jaffeassociates.com

312-846-9647

Cari Brunelle

brunellec@jaffeassociates.com

302-656-6096

Intellectual Property Notice:

The material contained in this presentation may be protected under various intellectual property laws, including copyright and trademark. Unless otherwise stated, the material contained in this presentation is and remains the intellectual property of Jaffe Associates, and all rights are reserved. No part of the report or presentation may be incorporated, reproduced, republished, distributed, transmitted, displayed, broadcast or otherwise exploited in any manner without the express prior written permission of Jaffe Associates. Jaffe Associates' names, logos, related trademarks and other intellectual property are the property of Jaffe Associates and cannot be used without its express prior written permission.

© 2007-2009 Jaffe Associates. All rights reserved.

media relations
communications programs
crisis management and counseling
media training
media relations/publicity
press releases
fact sheets
biographies
media kits
media alerts
press conferences
media tours
article placement
op-ed placement
Letter to Editor placement
speaking engagements
JaffeLegalNewsService
media relations glossary
publications glossary
PR forms
WritersForLawyers.com

media relations
communications programs
crisis management and counseling
media training
media relations/publicity
press releases
fact sheets
biographies
media kits
media alerts
press conferences
media tours
article placement
op-ed placement
Letter to Editor placement
speaking engagements
JaffeLegalNewsService
media relations glossary
publications glossary
PR forms
WritersForLawyers.com

media relations
communications programs
crisis management and counseling
media training
media relations/publicity
press releases
fact sheets
biographies
media kits
media alerts
press conferences
media tours
article placement
op-ed placement
Letter to Editor placement
speaking engagements
JaffeLegalNewsService
media relations glossary
publications glossary
PR forms
WritersForLawyers.com

