

## **REACHING A NEW LEVEL**

*Communications Training - Media  
Focusing the Message*



*With  
Kelly Burke  
KELCOM MEDIA SERVICES*

## **Communication Barriers**

- **Failure to connect with audience**
- **Failure to prepare**
- **Ineffective messages**
- **Performance anxiety**



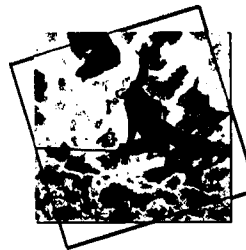
**Want to...get away?**

**Danger ↔ Opportunity**

**Can't Eliminate  
Can Manage**



## **Public Health Crises A Balancing Act**



***Navigating  
between extremes:  
Overreaction  
Under Reaction***

## **Viral Information Landscape**

*Global technological information explosion/digital revolution.*

- *Information clutter*
- *More distribution outlets*
- *24/7 information cycle*
- *Silo Context/Access/Narrowcasting*
- *Greater demand for transparency*
- *Other stakeholders elevating their new media game*
- *Economic and social realities creating greater demand for more effective communications capability.*

*"The Irony of the information age is - it has brought new respectability to uninformed opinion." - John Lawton - Journalist, 1995*

## **Communication Challenge: The Glut of Dueling Experts**

**Case Example: Dr. Joseph Mercola, D.O.  
Webcast on Vaccine Safety**



*Claims flu vaccines are unsafe. Advises public not to take any flu vaccine.*

*Webcast - 9/09*

*In this era, you are required to be more strategic,  
and adaptable to achieve impact and credibility.*

*In a Viral Environment....*

*Who can best define perceptions of you  
and your efforts?*

*You!*

*Amidst all the clutter...*

*What will distinguish the information?*

*Engagement & execution of effective messaging.*

*Investment in a messaging process that is practical,  
efficient and easy to execute on a daily basis.*

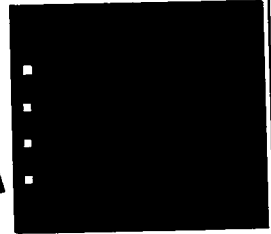
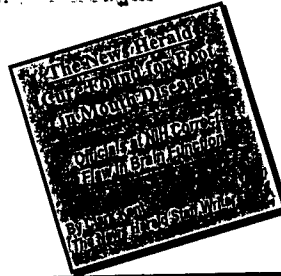
## **Planet Media Law of the Galaxy**



**Without effective messaging we are more prone to committing the Fatal Flaws:**

- Defensive
- No Comment
- Cover Up
- Quicksand
- Complexity
- Repeat Negatives
- Awaken Sleeping Dogs
- Silver Bullet Platitudes

**Be Thoughtful**



**Success is achieved through FOCUS...  
Not just knowledge**

**Over the Halls**



**The Good News**

**The media need stories about health...  
They need you.**

- They recognize a public health crisis is different.
- They know a health crisis is an important story.
- They know their audiences expect them to provide accurate & complete information.
- They want to serve the public & their community.
- They recognize they need sources of expertise.



**Effective Messaging**  
*Addressing The Key Question*

**Why Should I Care?**



*Salience*



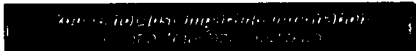
*Relevance*

**A Good Message ...**

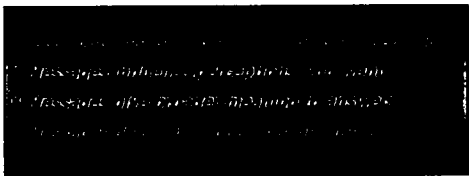
- Simple & Clear
- Salient/Relevant
- Persuasive
- Colorful
- Memorable



**Value of Effective Messaging**



**You're Telling Your Story;**  
**What you stand for, not just what you know!**



**Say and show you care!**

**Alexis Herman Message**

**IMPORTANT TO START  
 SAVING NOW**

**RETIREMENT  
 SECURITY IS A  
 3 LEGGED STOOL**

**SECURING  
 THE  
 FUTURE**

**COMMITTED TO  
 SOLVENCY OF  
 SOCIAL SECURITY**

**DOING MY JOB ON  
 BEHALF OF THE  
 AMERICAN WORKER**

## Tips for Delivering Messages Effectively in Any Forum

### Delivery Matters

- *Look interested.*
- *Be interesting.*
- *Strive to be pleasant and likeable*



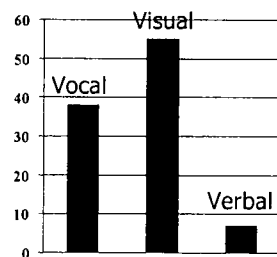
What you have to say is important, life saving information!

## The Three "V"s

- *Vocal*  
*Pace, Pitch, Projection*  
*Pronunciation, Pauses.*
- *Visual*  
*Body Language, Movement,*  
*Staging, Visuals, Clothes.*
- *Verbal*  
*Content*

## What Holds Attention?

- *Visual - 55%*
- *Vocal - 38%*
- *Verbal - 7%*



## Good Delivery

- *Eye Contact*
- *Voice*
- *Posture*
- *Animation*