



Learning Sessions for Alliance's Annual  
Conference  
<https://www.allianceon.org/conference2024>



## Workshop 12:

# Make the Media Work for You: A Best Practices Workshop for Landing Your Messages During Interviews With Journalists

### Presenters:

<ul style="list-style-type: none"><li>• Jason Rehel</li></ul>	Public and media relations specialist	<a href="#">Alliance for Healthier Communities</a>
<ul style="list-style-type: none"><li>• Juanita Lawson</li></ul>	Chief Executive Officer	<a href="#">NorWest Community Health Centres</a>
<ul style="list-style-type: none"><li>• Cheryl Prescod</li></ul>	Executive Director	<a href="#">Black Creek Community Health Centre</a>

### Description:

Following up on the success and interest in the 2022 session "Talking to Journalists about Health Equity", which introduced tips and concepts in health equity-focused media relations to better engage with media, both journalists and assignment editors, this session will expand on the training to truly deliver an excellent interview that puts your quotes at the top of any story. We will be joined by 2-3 leaders from the Alliance sector who will speak to their successes (and near misses) when engaging with the media, and there will be a chance to practice your skills with insight from our team during the session.

### Session objectives and learning outcomes:

- Increase knowledge of how to hone and deliver messages to media
- Learn do's and don'ts during any interview
- Learn advanced strategies for tailoring your message needs to the storyteller

## Full description:

This session builds on the overall framework for media relations in a community health organization that I presented in 2022. The goal of this session will be to zero in on Media Training itself, specifically the point of the interview with a journalist.

Often, a media opportunity arises, we've seized the moment, and then when we get in front of the journalist, we might freeze, or give too many statistics (or not enough), or simply overwhelm a camera or someone taking notes from our conversation. To avoid this, CEOs, senior managers, board members can hone and develop a style that matches the needs of the media, in order to increase the chances of success at influencing a final story structure.

Our goal must always be to get as much of our voice into the media as we can, since this is a key way we can influence both the public, politicians, and ultimately society, to support the principles of health equity, the communities we serve, and comprehensive primary health care as a key way to improve health and wellbeing outcomes for communities marginalized in Ontario.

By knowing who we're telling the story to, what their angle is, what their bent or bias has been in the past, and what points we're most likely to get across, we can enter every interview situation with a chance for success. By being a "go-to" source, we can help ourselves become trusted authorities on certain key issues, and in the process, develop better relationships with influential members of the media.

Beyond that, learning how to tell a compelling, concise story is a skill that goes beyond the walls of the interview: it can help when we're telling our boards, or AGMS, and our clients about the work that we do, and it can help

us to become good editors who deliver the information people really need to support us, instead of creating extra noise in a world that's already got plenty of extraneous information floating around.

Join us for a session that will be part theory, part best practices from leaders in the Alliance sector, and part workshop for honing your skills, head to head, with another person, in a live mock interview session. We're going to have fun! And we're going to make sure you're ready the next time that the journalists come calling, looking for the story from you!