

# ARE YOU PREPARED FOR THE MEDIA?



**GREGORY B. PECK**

★ **GLOBAL SYMPOSIUM ON RACING**

# OBJECTIVES

- **UNDERSTAND THE MEDIA**
- **PREPARE EFFECTIVE MESSAGES**
- **DELIVER MESSAGE-DRIVEN INTERVIEWS**
- **HANDLE DIFFICULT QUESTIONS**



CNN

ARCADIA, CALIFORNIA

SANTA ANITA PARK

THE SHOW

# PREPARE EFFECTIVE MESSAGES

## SUBJECT, ISSUE & ANGLE

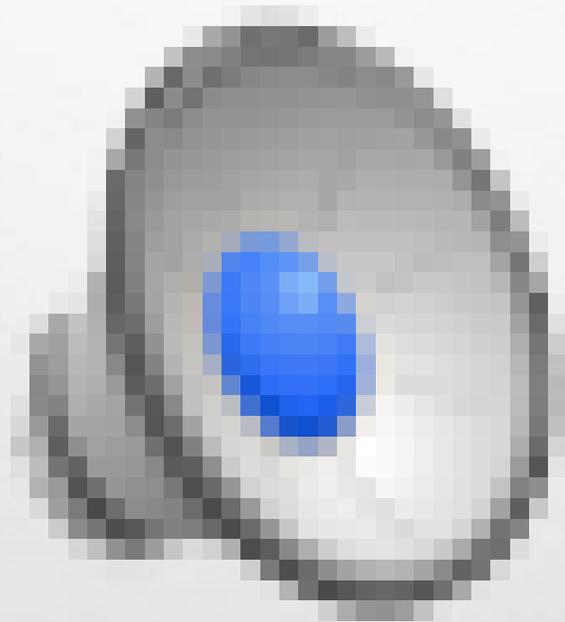
- **STATE “THE WHAT”**
- **SUPPORT “THE WHY”**
- **ILLUSTRATE “THE HOW”**
- **RESTATE “THE SIGNIFICANCE”**





## **DELIVER MESSAGE-DRIVEN INTERVIEWS**

- **BE MESSAGE- DRIVEN, NOT QUESTION-DRIVEN**
- **USE VERBAL HIGHLIGHTING**
- **ACKNOWLEDGE & VALIDATE BEFORE MOVING TO MESSAGE**



# HANDLE DIFFICULT QUESTIONS

- **BAIT OR BUZZ WORDS**
- **SPEAKING ON BEHALF OF OTHERS**
- **RUMORS**
- **HOSTILE QUESTIONS**
- **VAGUE QUESTIONS**





**POLITICAL AD BAN**

**© CBS EVENING NEWS WITH NORAH O'DONNELL**



**CBS**

# ARE YOU PREPARED FOR THE MEDIA?



**Thank you!**

**GREGORY B. PECK**

**GLOBAL SYMPOSIUM ON RACING**

# HANDLE DIFFICULT QUESTIONS

- **HYPOTHETICAL**
- **YES OR NO**
- **GETTING BOXED IN**
- **GUARANTEE**





## **UNDERSTAND THE MEDIA**

- **WHAT HAS CHANGED**
- **WHAT HASN'T CHANGED**
- **SHIFT FROM CONTENT TO CLICK-TRENDING**
- **VIRAL VIDEO POTENTIAL**
  
- **WE NEED THE MEDIA TO TELL OUR STORY- TO HELP PROTECT AND PROMOTE THE SPORT**