



Traffic Incident Management Media Training 101

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Purpose of This Training

You've seen how we've adapted the TIM messages throughout the TIM Tools...

Now we'll take you through a Media Training 101 that will help equip you with tools & techniques to use these messages effectively during media interviews.

The collage displays several TIM training materials:

- Leftmost Panel:** A vertical banner with the text "Traffic Incidents Management" and "Working together, we can save lives and keep traffic moving on our roadways." It includes icons for Traffic, Incidents, and Management.
- Top Left:** A small graphic with the text "For more information, [provide website and contact information]. State / local support helps, providing a summary of how highway safety laws governing you when entering the roadway."
- Top Center:** A "Memorandum" document with the subject "From Road Not Ready: Traffic Safety in Your Community" and the "Administrative Office Director" as the recipient.
- Top Right:** A document titled "INTRODUCING THE TIM TALKING POINTS" explaining the concept and providing a "Tip Line" for conducting talking points.
- Center:** A large graphic with the text "Traffic Incident Management Because Time Matters" and "safe reliable travel smooth fast response timely cost-saving efficient".
- Bottom Left:** A poster titled "Traffic Incidents..." with a bar chart showing "Costs associated with traffic incidents due to medical bills and lost wages have jumped 38% in only four years!" and a list of "Know your role:" points.
- Bottom Center:** A poster titled "Traffic Incident Management" with the text "Traffic incidents create unsafe situations, put lives at risk, and cause delays." and a list of "Know your role:" points.
- Bottom Right:** A poster titled "Traffic Incident Management" with the text "Traffic incidents create unsafe situations, put lives at risk, and cause delays." and a list of "Know your role:" points.
- Far Right:** A large vertical poster titled "Traffic Incident Management" with the text "safe reliable travel smooth fast response timely cost-saving efficient" and a list of "Know your role:" points.

Visit the TIM Toolbox at: http://www.ops.fhwa.dot.gov/eto_tim_pse/timtoolbox/



First and Foremost: Securing a Media Interview

Media Outreach

- Once you have a campaign with a good story, you should conduct media outreach to spread your story
- Tips on connecting with media:
 - › Develop a local media list – search for reporters with the right “beat”
 - › Draft your pitch email (explain your story to the reporter)
 - Hook – A timely/newsworthy element (ex: recent study or news article)
 - Your Story – About your campaign
 - Why your story is relevant for that publication’s readership
 - › Follow up with a phone call
 - Create 3 talking points from your email pitch using local or national stats (from the Talking Points Framework)
 - Convince the reporter that the topic is one his/her readers value – this is a story that will make your readers and their families safer.
 - › Schedule an interview time





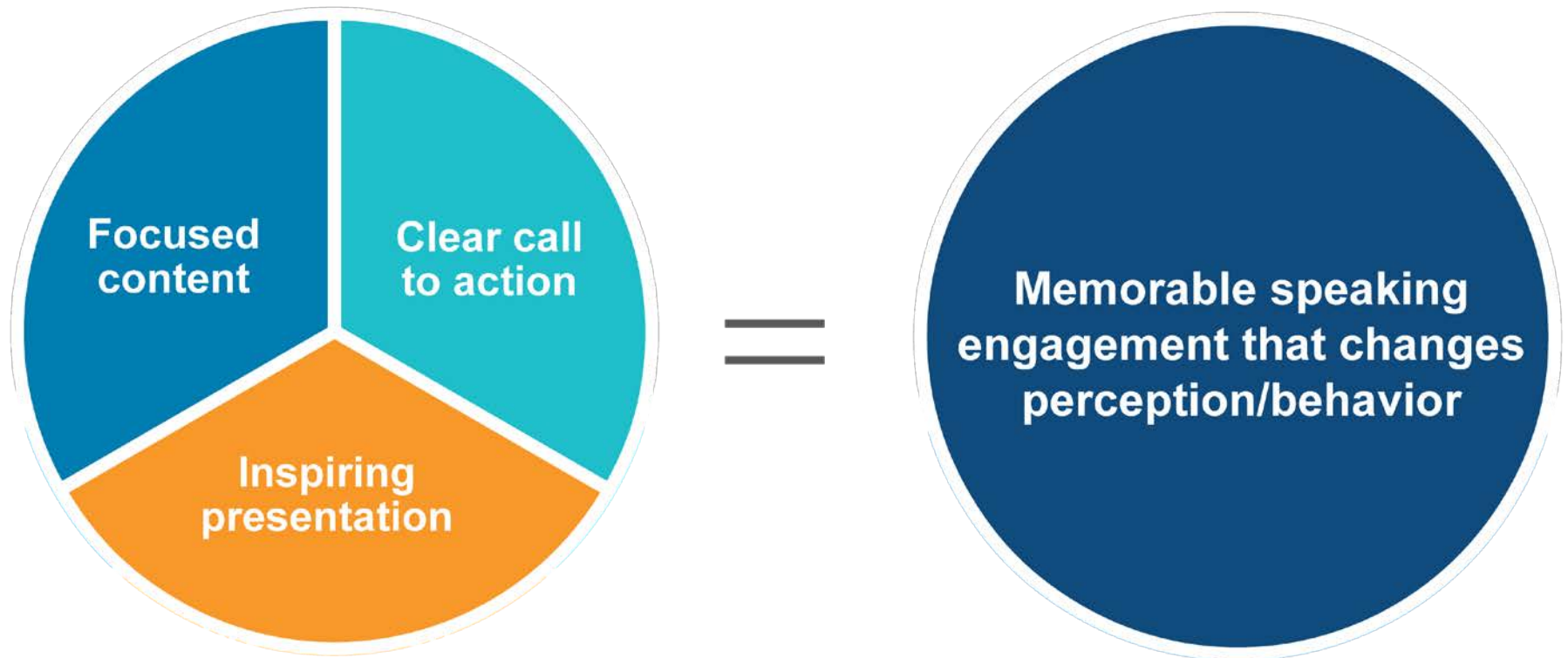
Once Secured – What you Always Need to Know

- Who the reporter is – know the reporter's beat and level of understanding
- What the reporter wants to talk about – it's perfectly fine to ask what they're most interested in discussing
- Where and when – specifically the location, length of time, etc.



Tailoring Content

Methodology for Effective Message Delivery



Message Math: The Rule of Three

$$3 \times 3 > 9 \times 1$$

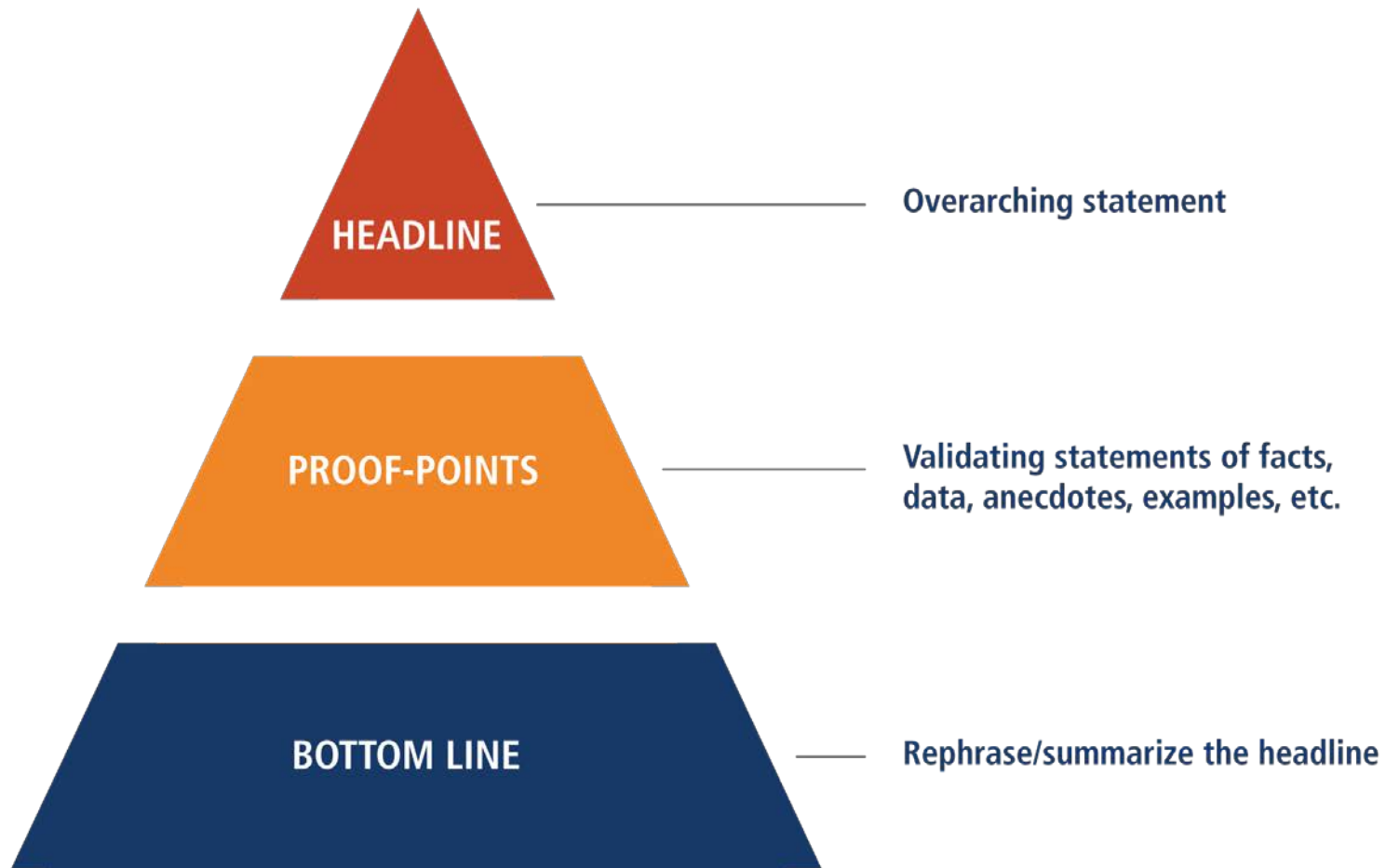
Why the rule of three?

3 messages delivered 3 times = **Memorable**

9 messages delivered 1 time = **Forgettable**

Key Message Methodology

Use this format for each of your 3 key messages



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Steering the Interview



The Do's and Don'ts

Do...

- Act friendly toward the reporter
- Maintain eye contact
- Project command of your messages with confidence and passion
- State your campaign name often
- Always end on a positive note
- End with a call to action for the audience

Don't...

- Say “no comment”
- Go off the record
- Take an interview cold/on the fly
- Repeat a negative comment or question

Prepare for Every Question

- Treat every question as an opportunity to get your messages across
- Have confidence in knowing that there's always a way to bridge back to your messages
- Prepare exactly how to answer the questions that you don't want to be asked, as much as practicing messages.
- We'll show you how...



Take a Bridge...

- Let me put this in perspective...
- One question I'm often asked...
- The biggest issue for our customers is really...
- What it boils down to is...
- That's a good point, but...



How to Build a Bridge



Negative Question

A local community is complaining about an influx of traffic congestion due to more traffic incidents. What's being done about this?



Brief Answer

I am not aware of that.



Bridge

What I can tell about is...



Positive Answer / Message Points

We're educating the public on the Move It / Move Over laws, which will decrease congestion and protect responders and motorists....

Getting Your Sound Bite: Flagging

- The most important thing is...
- The heart of the issue is...
- What we are really excited about is...
- If I could leave you with one thing today, it would be...
- This is paramount...

Our favorite question:

Do you have anything else to add?



On Your Own Time... Practice, Practice, Practice!



- Practice in front of a mirror, spouse, colleague or friend
- Record yourself speaking to get used to hearing your own voice
- After interviews, be receptive of feedback
- Commit to being a life long learner

Q&A