Media Training

2019 Consumer Food Safety Education Conference
Your Facilitators

**Christopher Bernstein, FSIS Director of Food Safety Education** — Chris serves as the manager of the *Food Safe Families* Campaign, a national public service advertising campaign designed to educate and empower Americans to prevent foodborne illness. He also manages FSIS’ *Meat and Poultry Hotline*, and has served as a spokesperson for the agency doing more than 200 interviews, including national outlets such as NBC news, ABC news, CBS news, The Washington Post, BBC World News and many more.

**Autumn Canaday, FSIS Public Affairs Specialist** — Autumn serves as a spokesperson and speechwriter for FSIS, communicating its policies to national and international outlets such as CNN, BBC, the Washington Post, Bloomberg News, and the Los Angeles Times. Her skill in crisis communication was honed while working as a health communication specialist at the CDC during the nation’s response to the Ebola and H1N1 outbreaks. She currently engages in crisis response measures for humane handling and foodborne illness issues that affect the nation’s meat, poultry and processed egg supply.

**Janice López-Muñoz, Public Affairs Specialist** — Janice serves as a spokesperson for the agency for hundreds of radio and television interviews, including national outlets such as CNN en Español, Univision, Telemundo and many more. She has been working in the science field for the past 16 years and hold a bachelor’s degree in Industrial Microbiology and a master’s degree in Industrial Hygiene. Her commitment to public health education motivated her to obtain, in 2015, a Graduate Certificate in Public Health Communications and Marketing at the Milken Institute School of Public Health-The George Washington University, Washington, DC.
Agenda

- 8:30 Introduction (50 mins)
- 9:30 Pitching 101: Landing your interview and stories with Chris Bernstein (1 hour)
- 10:40 Communications During an Interview with Janice López-Muñoz (50 min)
- 11:30 Break for Lunch (1 hour)
- 12:30 Media and Presentation Skills with Autumn Canaday (50 min)
- 1:30 On-Camera Rehearsal with Chris, Autumn and Janice (2 hours, 20 min)
- 3:50 Recap/Closing (10 min)

+ 10 minute breaks between each session
Introductions

• Shelley Feist, PFSE
• USDA facilitators
• Participants

• Cover:
  – Name
  – Role
  – One thing that makes you unique right now
  – What you are looking to get out of this session
How to Prepare for a Media Interview

- https://www.youtube.com/watch?v=3somVgTPtuQ
- https://www.youtube.com/watch?v=SEYBUWCdG3I
Pitching 101: Landing Your Interviews & Stories

Chris Bernstein
Director, Food Safety Education
Agenda

• Find the Outlets that Matter to You
  – Know your audience

• Build Relationships
  – Who is the journalist or influencer you need to reach
  – How do you get noticed

• How to Reach Journalists
  – Methods
  – Message
Outlets that Matter to You

The New York Times
The Today Show
Good Morning America
Washington Post
HuffPost
Outlets that Matter to You

• There is no such thing as national media. Every outlet serves a segment of the population.

• Build a media database, or use a service like Cision, Newswire or Meltwater.

• Identify and know your audience and who they are reading/listening to.
• Make a List
  – Who is your audience? (Hint: There is no such thing as a nationwide audience. You must have a target market).
  – How do they get their news/information?
Activity

• Make a List (continued)
  – What type of media fits your audience?
  – Name at least 5 outlets you think fit your audience.
Outlets that Matter to You

• Don’t throw spaghetti at the wall and expect your message to get picked up.
• You want to have laser focus on 5-10 crucial media outlets.
• Then, drill down to more regional and local outlets.
Examples

• FSIS Target Market for Food Safety Education
  – Those At-Risk, Parents and Caregivers

• What media fits our audience?
  – Broadcast, Print, Social Media, Radio, Blogs

• Name a few media outlets where our audience finds its information.
• Relationships between journalists and the PR person are essential.
• You must think like a journalist, not like a PR rep.
• Know who you are pitching before you actually pitch.
• Twitter @SmugJourno (venting session for journalists about PR people)
@SmugJourno #PRFail

Brandon Katz 🔄 @Great_Katzby · 29 Dec 2018
Dear PR Firms,

Don’t pitch me on the weekends. You’re just wasting time because they won’t be read.

Anthony Caruana 🔄 @Anthony_Caruana · 19 Feb 2018
So, a PR pitch arrives, saying I might be aware of the national data breach notification scheme. Actually, if you’d done your research you’d know I’ve written about this many times, including last week. So, yes, I’m aware!

Samhita Mukhopadhyay 🔄 @TheSamhita · 30 May 2017
Dear PR ppl: Get my first name right. I’ll factor this heavily in my EXTENSIVE 2-second decision making process of responding vs
Top PR Mistakes of Pitching Journalists

• **Bad Timing** – sending a release too late or too early with too long of an embargo.

• **Irrelevant Information** – sending pitches to journalists outside of their beat or expertise.

• **Repetition** – Follow up and repetition are different. A follow up offers something extra to help the journalist. Repetition is calling to see if they received your press release.
Top PR Mistakes of Pitching Journalists

• **Wrong name** – You can’t build a relationship if you don’t get the name right.

• **Language errors** – “Here is a story that will **peak** your interest.” What’s wrong here?.

• **Too Audacious** – Asking journalist if they want to interview you or referencing a recent tragedy to get their attention.
Top PR Mistakes of Pitching Journalists

• Inappropriate method of contacting – Stalking Twitter/FB or finding personal phone or email.
• Too much jargon – Speak in layman terms. Don’t impress with a lot of words. Short, simple and to-the-point.
How Do You Reach Them

• 90% of journalists prefer email as the primary means of receiving a pitch.

• Less than 1% prefer the phone.

• Use social media and post comments to get noticed, but use email to pitch.
“When you reach out to a journalist, you’re asking them to dedicate their time researching and writing about your company [or issue]. So why wouldn’t you show them the same respect and get to know what they cover and the kind of stories they’re interested in?”

Michael Grothaus, novelist, journalist, and former screenwriter.
Writing the Pitch

- **Be Concise**
  - Describe the story as briefly as possible (150 words maximum) because journalists get hundreds of pitches each day.

- **Explain Why It’s Relevant**
  - How does it fit into today’s current environment?
  - Is it a trend, a hot-topic, why do people care?
  - Must have a good hook that is relatable.
Writing the Pitch

• Don’t Duplicate
  – If the story has been written about recently, don’t bother pitching unless there is new information. It’s old news at this point.

• Be Honest
  – Don’t overhype or lie about your product, service or study. You will lose credibility immediately.
Writing the Pitch

• Leave the butter for the bread.
  – No need to butter-up a journalist with flattery. You use up too many words and they don’t care
Hi John,

I hope this email finds you well. My name is _____, a Public Affairs Specialist with USDA’s Food Safety and Inspection Service.

Foodborne illness may increase during winter holidays because food is left out at holiday parties for long periods of time or when food is being transported, it can reach unsafe temperatures. Eggnog also may contain raw eggs, increasing the chances of people becoming one of the 125k people hospitalized each year due to foodborne illness. This can be avoided, and we have food safety experts available to inform your readers on how to stay food safe this holiday.
From: John Scroggins [mailto:john@foodchannel.com]
Sent: Monday, November 20, 2017 12:48 PM
To: [name]
Subject: Re: Winter Holidays--USA Food Safety Information

Thank you so much – this is so timely, and our audience reminds us regularly of the need to remind them of safe food handling practices at home. I appreciate the outreach!

John

John Scroggins, Editor-In-Chief
2215 West Chesterfield; Springfield, Mo.
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After 1 Year of Follow-up…

Safety First This Thanksgiving

By John Scroggins | November 15, 2018 5:28 pm

With Thanksgiving one week away, the Centers for Disease Control (CDC) in Atlanta are warning consumers of a salmonella outbreak across 35 states (as of this morning) linked to the crowning glory of most Thanksgiving tables: turkey – specifically raw turkey. More than 60 people have been hospitalized due to this particular strain of salmonella.

This outbreak isn’t new. The antibiotic-resistant strain was first reported back in July. What is new is that it’s spread to 35 states from 26 this summer. You’ll find information from the CDC on the outbreak here, along with a map of affected states.

FOLLOW. THE. BASICS.

We regularly work with our friends at the United States Department of Agriculture (USDA) Food Safety and Inspection Service (FSIS) to provide tips and guidelines for avoiding foodborne illness. Here’s what you need to know this Thanksgiving.
After 1 Year of Follow-up…

Don't Let Food Poisoning Sideline Your Tailgating Party

By John Scroggins | September 17, 2018 5:50 pm

As a food-centric website, we maintain a good relationship with the food safety experts at the United States Department of Agriculture (USDA). The Food Safety and Inspection Service (FSIS) website offers a multitude of informative articles and tips to help you safely enjoy the foods you make and transport to events and parties throughout the year.

The following article is written by Sarah Lichtman, Food Safety Education Staff for the Food Safety and Inspection Service of the USDA. – Editor.

Football season is finally here and you know what that means—every sports fan's favorite—tailgating. Football fans all over the country enjoy different tailgating delicacies, from hot dogs and brats to BBQ brisket and burgers.
Follow Up

• If you get a response from the reporter be sure to Follow-up.
• If you don’t get a response from a reporter, be sure to Follow-up.
• Be persistent, but don’t be a nuisance. Every other month, send an email, but keep following them on social.
Your Turn…

Practice writing a pitch email
Communications During an Interview

Janice López-Muñoz, BS, MSIH
Public Affairs Specialist
Food Safety and Inspection Service:
Icebreaker
• General Notes:
  – You should engage with training and preparation before an interview.
  – Ask your own questions, prepare your message and maintain message discipline. *
  – Always find out who is your interviewer.
  • Get familiar with his job and interviewing style
• Appearing on TV or radio can be intimidating even for those with years of experience.
• Interviews should not be a traumatic experience, but rather a pleasant exchange of information.
• However, the right preparation (and practice, practice, practice!) can help tremendously.
• Preparation (and practice!). *
What is a reporter's job?
- Present two sides to a story.
- Report news - you don’t have news without something new. *
- Reporters almost never accept parameters/restrictions.
- A reporter’s job is not to do your job for you or make you look good. *

Food Safety and Inspection Service: Communications During an Interview
Food Safety and Inspection Service: Communications During an Interview

• Content
  – Know your story
  • Determine your three key messages*
• Content
  – Body
    • THREE key messages
    • Support your messages with proof points
    • Figures, analogies, anecdotes, examples*
• Preparation
  – It’s essential. No matter if it’s a 2-minute live interview or a 30-minute taped radio show.
  – The Reporter

• Do your homework! *
• Presentation
  – This is not the day to try out or experiment with a new wardrobe.
  – Make sure you select clothing that are comfortable but yet appropriate.
  – Assume a good body posture.
Ladies:

• Do’s
  – If possible, wear solids *
  – Natural make-up *

• Don’ts
  – Avoid fussy patterns, bright red and white
  – Do not wear bulky jewelry, big scarves/bows around your neck
  – Do not wear anything too short
• Gentlemen
  – Do’s
    • Hair well groomed and looking fresh
    • Blues or grays
    • Better go for light blue, lavender or another pastel color
  – Don’ts
    • Avoid loud ties and ties with small patterns
    • Avoid white shirts
• Verbal technique

  – volume, articulation, rate, inflection, enthusiasm and determined pauses

• Non-verbal techniques

  – Eye contact, dress, gestures, energy, stance *
– How do you prepare:

• Make sure you are clear about the key messages you want to convey

• Understand the program/show audience and tailor your message accordingly

• It is very, very important for you to be aware of any trending topic happening in case you get a question about it. Plan ahead and have the cleared answer for it

• Make sure you know if you will be appearing along other guests and research who they are

• Verify with the producer if they have your correct name, job title and organization name
Confidence

– Even though you are a nervous wreck- Do Not Show It!*

– Don’t get over confident and remember: Cameras and Microphones will be On even after the interview is done

– SMILE and be yourself....Always!
• Punctuality
  – Always schedule plenty of time
  – Make sure you include make-up and hair time in your interview schedule. This can take up 30-45 minutes
  – Go over your talking points
  – Observe your surroundings and get acclimated
  – Make sure you have water
Talking Points
- Have 3-5 key messages you want to get across
- Practice articulating each in under 60 seconds
- Practice how to pivot and keep bringing the questions back to your points without looking overly repetitive
- Rehearse and prepare! *
Food Safety and Inspection Service:
Observational Exercise
When handling adversarial or hostile questions

- Listen without showing emotion
- Restate the question in a positive way or bridge to key message *
- Shift eye contact/body away from questioner
- Keep answer concise
- AVOID getting drawn into an argument
- End on a positive note *
Food Safety and Inspection Service:
Observational Exercise
• Radio Interview Tips *
• When answering the interview questions
  – You want to address the basic question
  – Return to your key messages (bridge)
  – Offer proof points
  – End on a positive note *
• Practice, Practice, Practice!!!!
  – Rehearse out loud
  – Time your presentation
  – Practice with someone
  – If you are using any audiovisual or doing a demo, do a technical run-through
• Training

  – What you all doing today!

  – There is never enough good media training from experienced media professionals
Food Safety and Inspection Service: Questions?
Crisis Communication & Social Media

Autumn Canaday
Public Affairs Specialist
Food Safety and Inspection Service: Crisis Communication

- What is Crisis Communication?
- Audience
- The Message
- Expect Questions
- Developing a Communication Plan
- Social Media
Crisis Communication

BE
PREPARED
Food Safety and Inspection Service:
Crisis Communication
Food Safety and Inspection Service: Crisis Communication

Crisis Communication Lifecycle

- Pre-crisis
- Initial
- Maintenance
- Resolution
- Evaluation
Food Safety and Inspection Service:

**Audience**
Expect your audiences to immediately judge the content of your message!

- Speed of communication
- Factual content of the message
- Trust and credibility of the message
An expression of empathy

Confirmed facts and action steps

What you are working on/what you don’t know about the situation

Next steps

Statement of commitment

Where people can get more information
• Present a short, concise, and focused message
• Cut to the chase
• Give action steps in positives
• Repeat the message
Food Safety and Inspection Service: Expect Questions

No matter what the crisis is, you should always anticipate the same type of questions!
Food Safety and Inspection Service:
Developing a Crisis Communication Plan

- Key Messages
- Background
- On the Record Statement
- Talking Points
- Roll-Out with Assignments
Use pre-developed materials during a crisis that:

• Are specific to the emergency and impacted community
• Are easy to read and understand
• Field tested for cultural sensitivity
USDA Food Safety 🛫
@USDAFoodSafety

#Recall: JBS Tolleson, Inc. Recalls Raw Beef Products due to Possible Salmonella Newport Contamination bit.ly/2BQwh73

1:30 AM - 4 Dec 2018

970 Retweets  615 Likes
Chicken sashimi is a dish that is boiled/seared for no more than 10 seconds! There’s no way harmful bacteria like salmonella & campylobacter are destroyed in this time. Unless you’d like your dish with a side of food poisoning, think again before diving in!
Food Safety and Inspection Service: Social Media

What does pi have to do with food safety? We’d talk about it, but we’d go on forever. 😏

Happy Pi Day, everyone! Keep #FoodSafety in mind while eating your pies! #PiDay
Media Training

On Camera: Let’s Get Started!
Recap

Media Training
If you talk to a reporter without preparation and practice, that’s exactly what you are doing!
Standard Rules in Dealing with the Media

- Ask your own questions
- Prepare your message
- Maintain message discipline
1. Questions for us?
2. What did you learn?
Food Safety and Inspection Service: Contact Information

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