

Media Training for RDNs

Communications Skills for Professional Development

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Brought To You By:




The Single Most Important Key to Successful Media Interviews?

PREPARATION.

“Effective communication is 20% what you know and 80% how you feel about what you know.”

— Jim Rohn




WHY GET COMFORTABLE WITH MEDIA?

Media Opportunities Open Doors:

- ▶ Generate growth
- ▶ Inspire others
- ▶ Strengthen your voice and presence
- ▶ Protect your credibility



Generating Media Opportunities

Be Relevant	Provide a twist on trending news
Localize	Localize a national news story
Nationalize	Nationalize a local story
Be Brave	Play devil's advocate on a popular angle
Invent	Make a traditional angle new again
Create Urgency	Tie your angle to recent studies or social issues

When do RDNs work with media?

- ▶ As Company Spokesperson
- ▶ As Media Correspondent
- ▶ As Brand Ambassador
- ▶ As Guest Expert
- ▶ To promote their work (cookbooks, private practice, etc.)

STEP 1

CORE VALUES



So much to say. So little time.



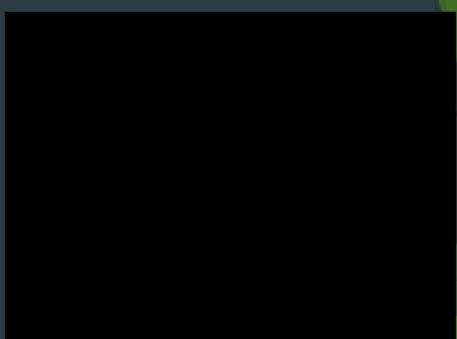
Food
Nutrition
Health
Diet



5 Steps to Successful Media Interviews

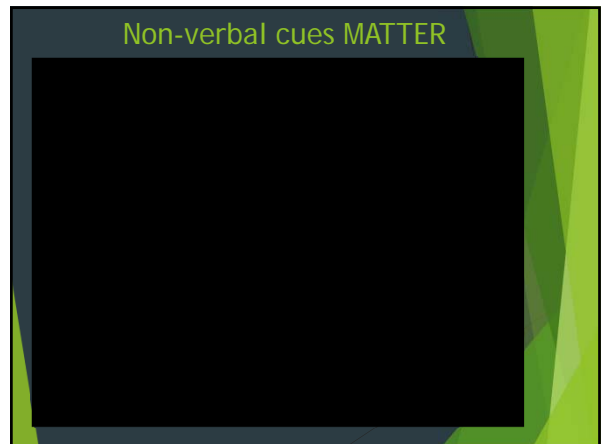
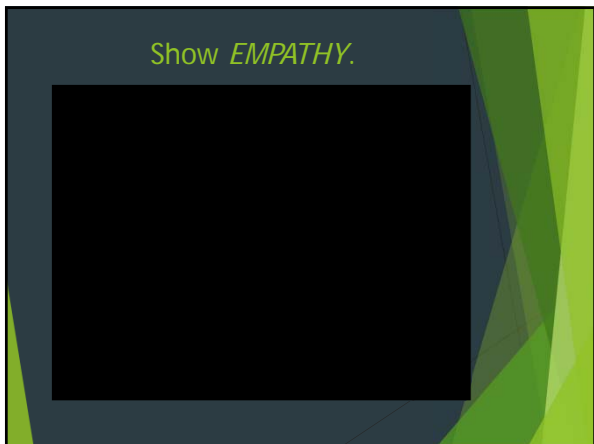
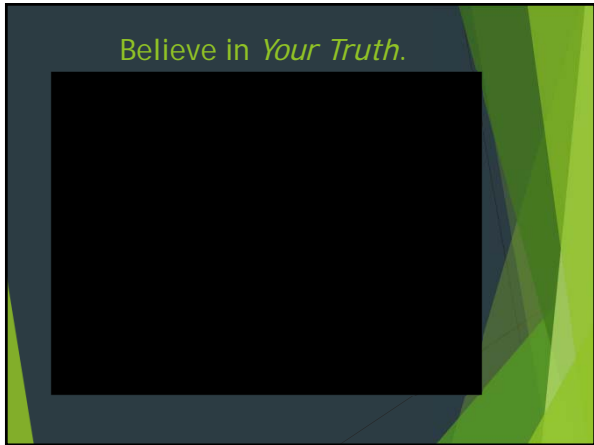
- 1 Core Message
- 2 Grab Attention
- 3 Prove it
- 4 Remind Them
- 5 Call to Action

Lead with *WHY*.





STEP 2
Grab Attention.



Know your Message.
But keep it real.




STEP 4
Remind them!

STEP 3
Prove it!



“What I really want
people to understand
is.....”



The Power of Three

<p>1</p> <p>ESTABLISH LOGIC AND SIMPLICITY</p> <p><i>It makes it easier for both you and the audience to stay on track.</i></p>	<p>2</p> <p>PROVIDE BALANCE AND ORDER</p> <p><i>There is a clear expectation of how much they need to listen and how you are progressing.</i></p>	<p>3</p> <p>KEEP THEM CONNECTED</p> <p><i>The audience stays engaged because they know where they are, like chapters in a book.</i></p>
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STEP 5



CALL TO ACTION STRATEGY

Determine your Call to Action

- Step 1** What you want readers/viewers/listeners to do?
- Step 2** What's your plan if time is running short?
- Step 3** Be sure to provide the call to action in written format to the media outlet.



Thank you!

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