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
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
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