ReSound Gives Sound
Media Best Practices

Introduction

The **ReSound Gives Sound** community campaign is a North American effort to donate up to $1 million worth of ReSound ONE hearing aids to people living with hearing loss who have been negatively affected by the challenges of 2020. We are honored to work with all participating healthcare practices to provide the gift of hearing to those who have overcome so many challenges.

To help build awareness about this campaign through local media efforts, we have prepared guidelines that will provide you with tools and resources on how to engage with local media and reporters about the campaign.

This will cover the following areas:

- Developing a media strategy
- Preparing for media interviews
- Key message development and delivery
- Areas to avoid
- Appearance

Should you have any questions, please contact us
at **canadamarketing@gnresound.com**

Developing a Media Strategy

Identifying the Right Media Target

In today's media environment, reporters are continuously contacted with story ideas. Therefore, it is imperative that any media outreach be both targeted and succinct.

Below are recommended steps for identifying the right reporter:

Whether be a reporter at a local broadcast station or newspaper, pitches are most effective when you can identify a reporter that covers the topic of your media pitch. Take a few minutes on the media outlets website to identify specific reporters. For this campaign, it is recommended to reach out to a reporter that covers **healthcare or local charity initiatives**.

NOTE: Unless you have an established relationship with a reporter, we do not recommend contacting them through their personal social media accounts.

Once the reporter is identified, you will need to look for their contact information. Most media outlets have a contact or teams page where their email or phone number is listed.

If a specific reporter is not available, you can typically submit your pitch online. Media sites will often have emails addresses available for story ideas or "news tips."

Preparing for Media Outreach

Once a media contact has been identified, then it is time to gather materials and information to help tell the story and explain why this story will be of interest to them.

Several items will help build this narrative and they include:

Media pitch: A concise email that provides foundational information about the campaign.

NOTE: A draft media pitch has been created and is part of this media toolkit

Visual Assets: Photos or videos are always welcomed by reporters so it can be used illustrate a story. When reaching out to media it is important to provide images of patients, if permitted, and offer to provide a video of a hearing aid fitting.

Extending an Invitation: When reaching out to media, it is important to invite them onsite to a hearing aid fitting as it will allow them to capture additional content for the story. If they can't make it, then you can always offer to share visual assets over email.

Preparing for Media Interviews

An interview is an opportunity to deliver a story to the audience. The reporter's role is to gather, cover or get a story and your job is to give the reporter your story. Therefore, it is important to prepare for the interview and determine the focus of the story.

Ahead of the interview, it is important to have an agenda and know your story well.

Below are several key tips to help you prepare:

- Develop three key messages that are clear and concise
- Use questions as an opportunity to deliver a message such as "How many Americans live with hearing loss today?"
- Have a newsworthy theme that is relevant to today's current media headlines and topics of conversation
- Support each message using facts and figures or examples
- Use quotable language
- Brand your message by making it unique and specific
- Commit messages to memory and return to them consistently
- Be confident as you know more about your story than any reporter

NOTE: Key messages have been developed and can be found in a separate document that comes with the media toolkit

Key Message Development & Delivery

Developing Key Messages

Developing key messages ahead of the interview is critical as it will ensure it will resonate with your intended audience.

While developing key messages, it is important to consider the following:

- Select three positive, concise points that will communicate your objectives
- Ensure each message is simple and easy to comprehend for most audiences
- Tailor messages to meet the needs of audiences and use relevant examples
- Use supporting information, such as facts and figures or anecdotes, to build stronger messages

Remember, you may get a chance to say more, but go into any interview with the most important things you want to convey about your practice and why you are participating

Delivering Key Messages

An interview is not an interrogation but a choreographed exchange of information. During the interview, it is important to set boundaries for what you will answer.

When speaking with reporters, it is important to use signals to help draw their attention to messages you want them to quote or use in their story.

Statements like these include:

"The most important thing…"

"The key thing is…"

"The best part about…"

At times, reporters may ask questions that may steer the interview in a new direction. To avoid this, it is important to use "bridges" to pivot back to your main message and get your point across. **Below are some words and phrases that can be used:**

- "More importantly…"
- "What we're focused on is…"
- "There is something else to consider that I'd like to add…"
- "What I can tell you is…"
- "Let me just add…"
- "Let me give you some background information…"
- "While _____ is certainly important, don't forget that_____..."

Finally, sometimes a reporter may ask a question you do not want to answer or cannot answer. While these stories are intended to be positive, you should try to anticipate tough questions. When responding, it's ok to say, "Let me get back to you" and offer to get them the answer via a follow-up.

When answering, this involves an initial "block." Blocking can help turn a negative into a positive, so viewers hear what you want them to hear.

Below are several useful blocking statements:

- "That's not the real issue here. The real issue is…"
- "Let's look at it from a broader perspective…"
- "There is another, more important concern, and that is…"
- "Let's not lose sight of the underlying issue because…"

Key Areas to Avoid

Off the Record

During an interview with a reporter, it is important to remember that the interview is in progress the entire time you are in the reporter's presence.

Therefore, it is important to remember the following:

- There is no such thing as "off the record"
- If you don't want to see a comment become part of a story, don't say it
- Avoid sarcasm, jokes and speculation
- If you misspeak, calmly repeat your statement as you'd like to have it recorded

Looking Your Best

Dress Code
Always remember your appearance should never distract your audience from your message so be comfortable and wear colors that suit you. When participating in an interview, it is always best to dress professionally and always remind invited participants to do the same.

Below are some items to avoid:

- Busy patterns
- All-black outfits
- Flashy or dangling jewelry

Body Language
Your body language during the course of an interview can accentuate or undermine your message.

It is important to remember the following:

- Appear enthusiastic
- Sit up straight
- Use open gestures

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