

BASIC MEDIA RELATIONS TRAINING



Association of Ringside Physicians

under pressure, we don't rise to the occasion



we fall to our level of training

TRAINING GOALS

- Become confident and capable in handling media interviews
- Become an effective advocate for the Association of Ringside Physicians



WHAT REPORTERS WANT YOU TO BE

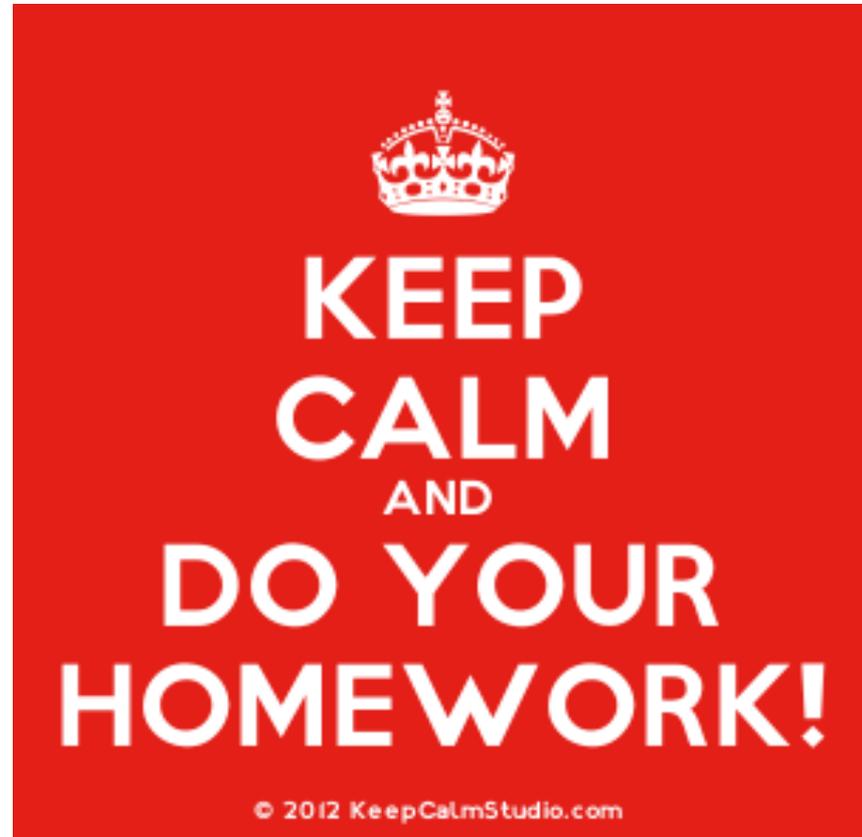
Responsive | Knowledgeable | Memorable

time. “This is a really important point,” says Rizzo. “They can recover to some degree, but the analogy I give fighters is that your body and muscles are like a sponge. It’s easy to squeeze out a wet sponge, but when water goes back in, it goes at the sponge’s rate. You can’t force water into it.”

**POPULAR
SCIENCE**

How to Prepare

- Research the reporter to understand who you're talking to
- Develop key messages and illustrative examples
- Get current on data

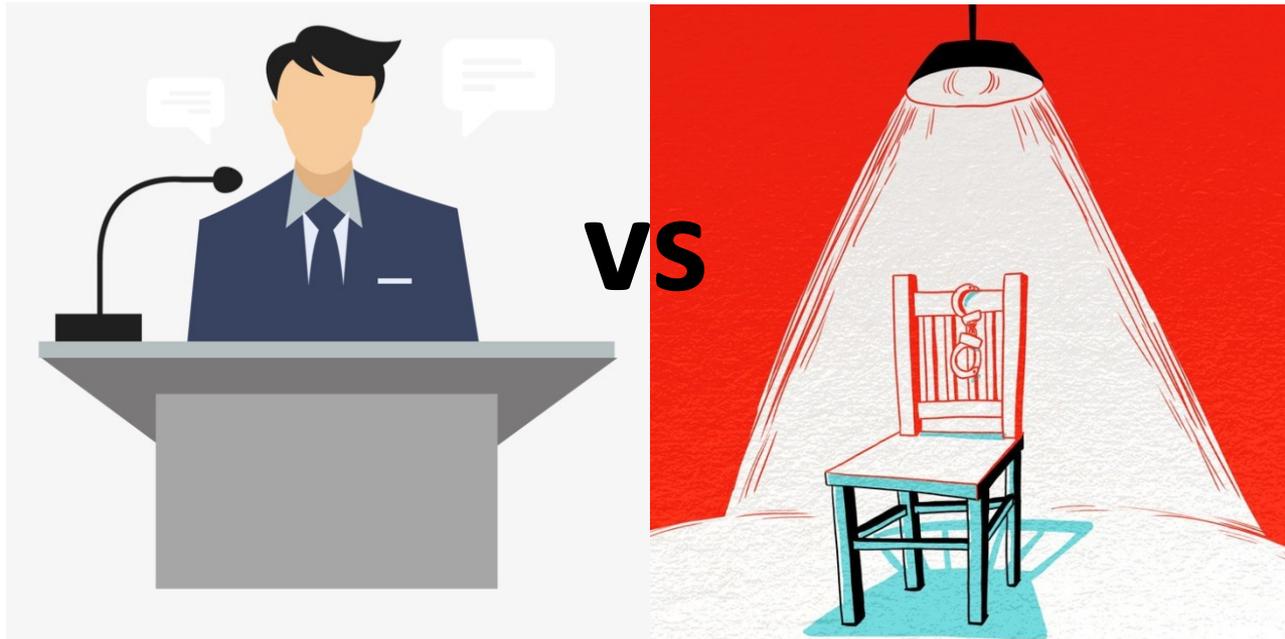


Take the Initiative, Direct the Story

- Don't wait to be asked questions
- Find out what he/she understands
- Correct any misconceptions
- If they need an alternate opinion, recommend a respected colleague



How to Speak



- You are there to deliver messages, not answer questions
- Use bridging and flagging
- Message first, explanation second

Bring it Back to ARP

“As a member of the Association of Ringside Physicians, my primary concern is for fighter safety. That’s why this is so concerning.”

“As you know, the Association of Ringside Physicians provides consensus statements that support regulations and protocols to make combat sports safer. Our stance on this issue is..”



Dos...Mostly Don'ts

- Check with your commission
- Smile and be nice
- Get back to reporters promptly
- Don't guess or speculate
- Don't use jargon
- Don't be afraid of silence
- Don't comment "off the record"
- Don't say "no comment" without explanation



THANK YOU

sgtjab@gmail.com | 312-771-0126

