



Inning #6

Going to the Bullpen: How the Media Can Help You

The Webinar will begin at 10:00am
Participant Dial In Number: 1-855-897-5763

Today's Webinar

- Dial in to the audio portion of the webinar using the telephone number on the Audio tab. Audio is transmitted through the telephone only, not through computer speakers.
- All participants will remain muted for the duration of the program.
- Questions can be submitted using the Q&A tab on your Webex control panel; we will pause periodically to take questions.
- To participate in polling, you must use your own computer.
- A recording of the webinar and any related materials will be available online and emailed to all registrants.

Agenda

- Introductions
- Recap of Inning #5
- Going to the Bullpen: How the Media Can Help You
- Questions & Answers
- Conclusion

Presenters

- Welcome
 - Donna Frescatore** - Executive Director, NY State of Health
 - Bill Schwarz** – Director, NYS DOH, Public Affairs Group
- Today's Presenters from Ketchum New York

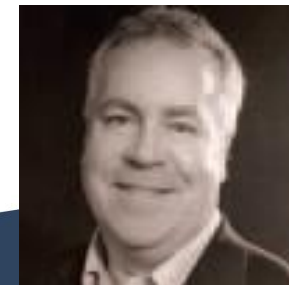
Tom Barritt

Partner/Managing Director
Communications Training Network



Paul Wood

Executive Vice President
and Group Manager



Inning #5: Effectively Handling Free Agents Evaluation Survey Results

Here's what you said:

- More than 93% said it “increased my knowledge of the topic(s).”
- More than 91% said “there was sufficient information shared that will enable me to successfully enroll self-employed applicants into coverage.”

“Everything was excellent!”

“Much happier with slower pace.”

“Your examples today were very useful and not simplistic. Thank you for that.”

“Spend more time on examples.”

Complete the evaluation survey of today's webinar immediately following the program.

“Going to the Bullpen”



How the Media Can Help You

Tom Barritt
September 3, 2014

Instant **Poll**

Have you ever been interviewed by the media?

YES

NO

Instant **Poll**

The key objective of a media interview is to...

- Convey information
- Convince the reporter you are right
- Deliver quotes to inform

A Homerun for Media

We're a hit across the state...



CAPITAL

Map: New York health insurance enrollment, by county

A map of New York State with counties shaded in various shades of blue, representing health insurance enrollment. The shading is denser in the western and central parts of the state.

"Capital's map illustrates just how widespread enrollment was and how quickly it became part of the fabric of New York."

timesunion.com

900K NYers sign for insurance under new health law

ALBANY, N.Y. (AP) — More than 900,000 New York residents signed up for insurance under the state's new health plan marketplace during its first enrollment period, according to a state report issued Wednesday.

The analysis shows that 55 percent of the individuals enrolled in Medicaid and 58 percent of those who signed up for private marketplace. About three-quarters of those who signed up for the period between Oct. 1 and Oct. 31 were already uninsured.

More as the NY State of Health reports that about a third of the way to the goal by the end of next year.

WNYC News

Health Exchange Shoppers Love NY's Newcomers, Nonprofits and Silver

Monday, June 23, 2014

By Kristin Moulton, Reporter, WNYC News / Danica Lewis

CAPITAL

Why New York worked

A photograph showing a man wearing a dark cap and a light-colored jacket standing at a service counter. He is looking towards a woman who is partially visible on the left side of the frame. They appear to be in a public office or a health exchange center.

NY State Health | 1:20 a.m. | Aug 25, 2014

Types of Media

- Print
- Broadcast TV
- Radio News
- Talk Radio
- Reporter's Blog
- Live
- Taped
- In-studio



Media Relations – A Team Approach

Best Practices for Communications Teams

- Review request
- Share knowledge on reporter/publication
- Discuss boundaries for interview
- Establish ground rules
- Determine messages and response strategy
- Prepare content
- Monitor and follow up





Batting Practice - **First Things First...**

- Ask the reporter questions
- Understand the format
- Get background on the reporter
- Determine focus of the article
- Are there specific questions the reporter will share?
- Determine the deadline
- Don't respond immediately – “We'll get back to you”
- Set time limits
- Prepare

CRAFTING A STORY

NOT JUST **WHAT** YOU SAY...



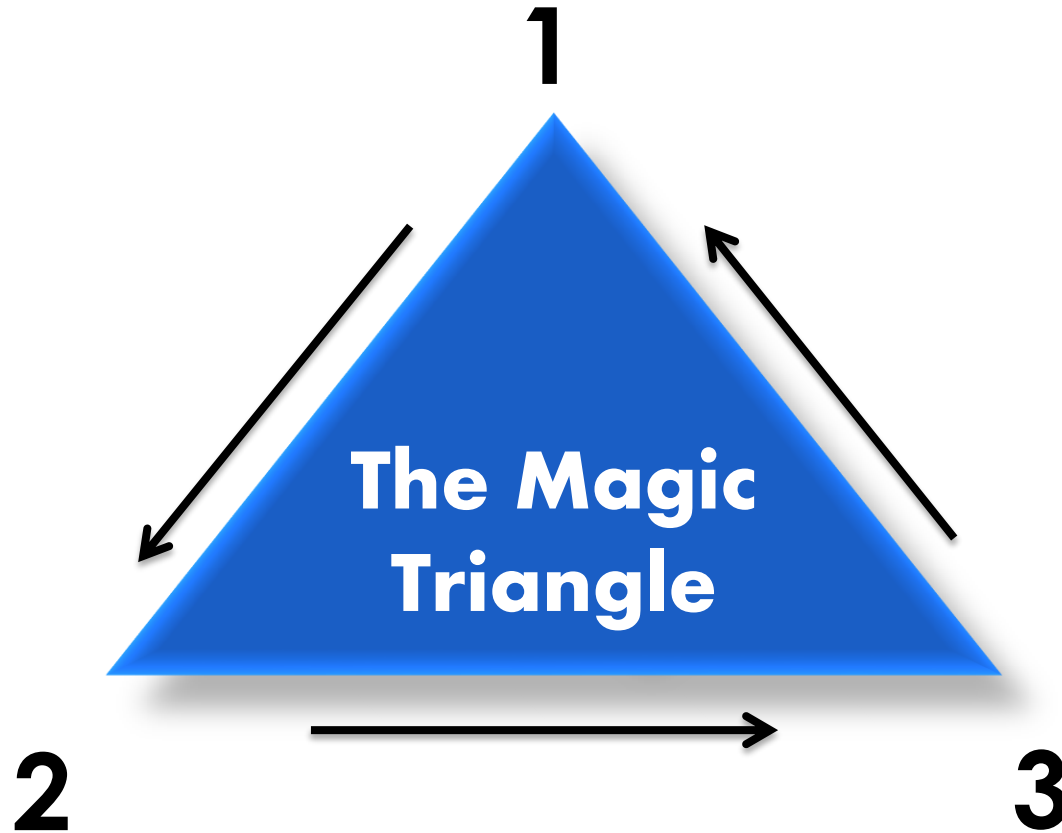
HOW YOU SAY IT...

“I’m just preparing my
impromptu remarks.”

Winston Churchill



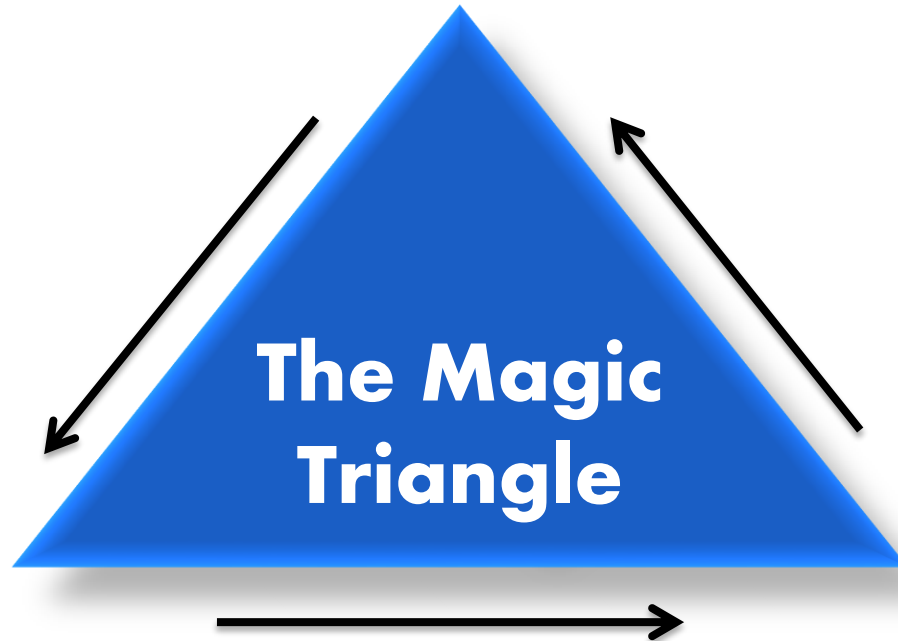
Three Key Messages



The Three **Ds**

Define

What is it?...in "20" or less...



**The Magic
Triangle**

Differentiate

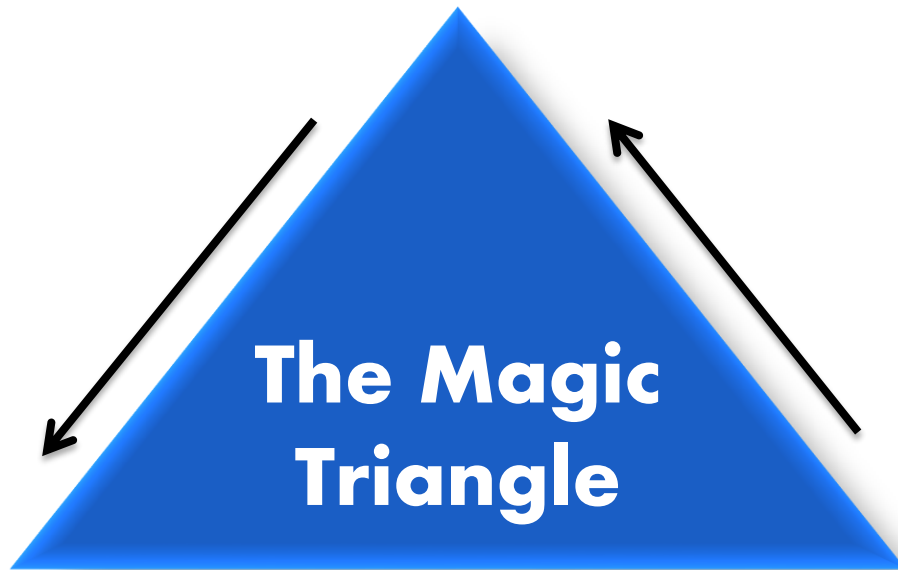
What so special
about it?

What's the first thing
you'd tell a friend about it

Describe

Examples, Proof Points,
Paint a Picture;
and then...

Problem



**The Magic
Triangle**

Expertise

Solution

The Details...

- Facts & figures
- Anecdotes/Personal Stories
- Voices of Support

...which all result in...



Quotable Language

Rules of **Quotability**

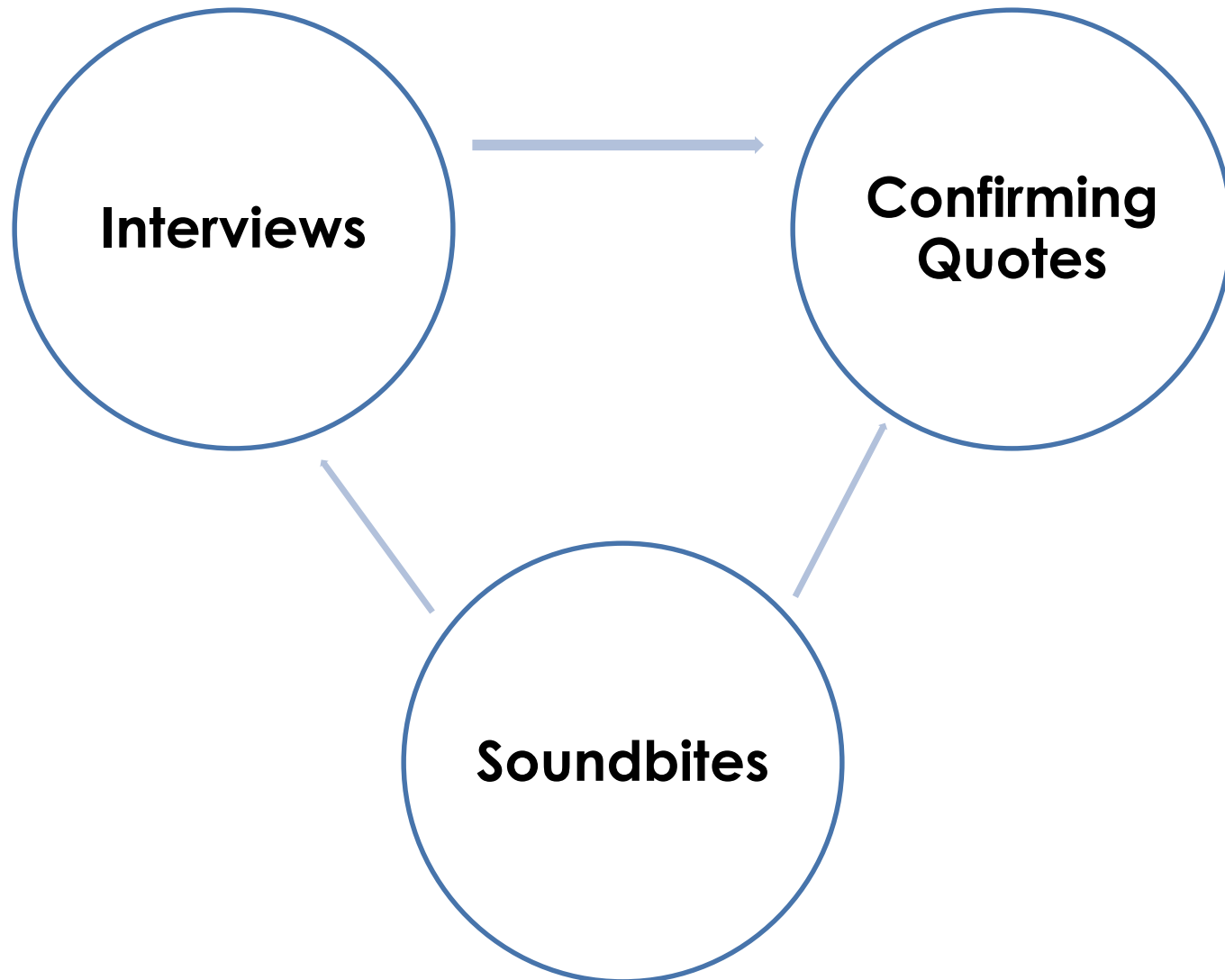
- Be concise – less is more
- Just the facts
- Don't be too clever
- Humor rarely works
- Should reflect/communicate the underlying key message



NY State of Health **Messages**

- NY State of Health is the place to shop, compare and enroll in a low-cost, quality health plan.
- NY State of Health is ready to help online, via phone and in person.
- Open enrollment begins November 15, 2014 for coverage that starts January 1, 2015.
- Getting married or divorced, having or adopting a child, losing employer insurance, or permanently moving into New York State means you may qualify for a Special Enrollment Period.
- Get started by:
 - visiting nystateofhealth.ny.gov
 - calling 1-855-355-5777

When the Media **Reaches Out**



Common Questions from the Media

- How many people have enrolled?
- Are you busy?
- Are the plans affordable?
- What's been your greatest challenge?
- What do you expect will happen with the premium rates in 2015?

An Interview Is Not a Conversation...or a Debate



- Stay “inside the box”
- You are not trying to persuade or impress the reporter – you are trying to reach their audience

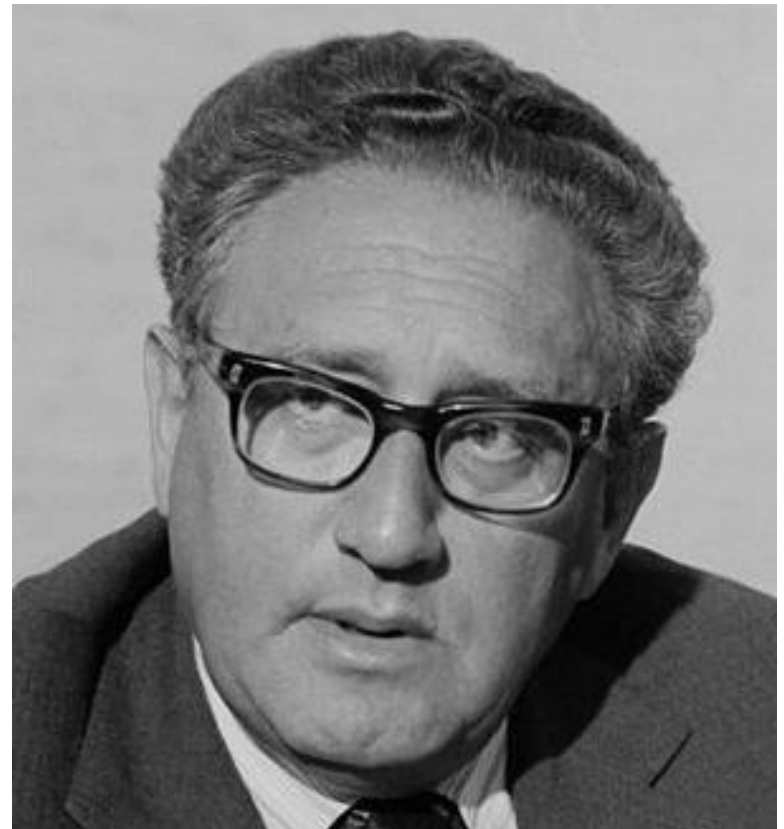
Remember Your **Audience**

- What are their interests and concerns?
- Speak their language – avoid jargon!
- Target your messages to make sure they resonate

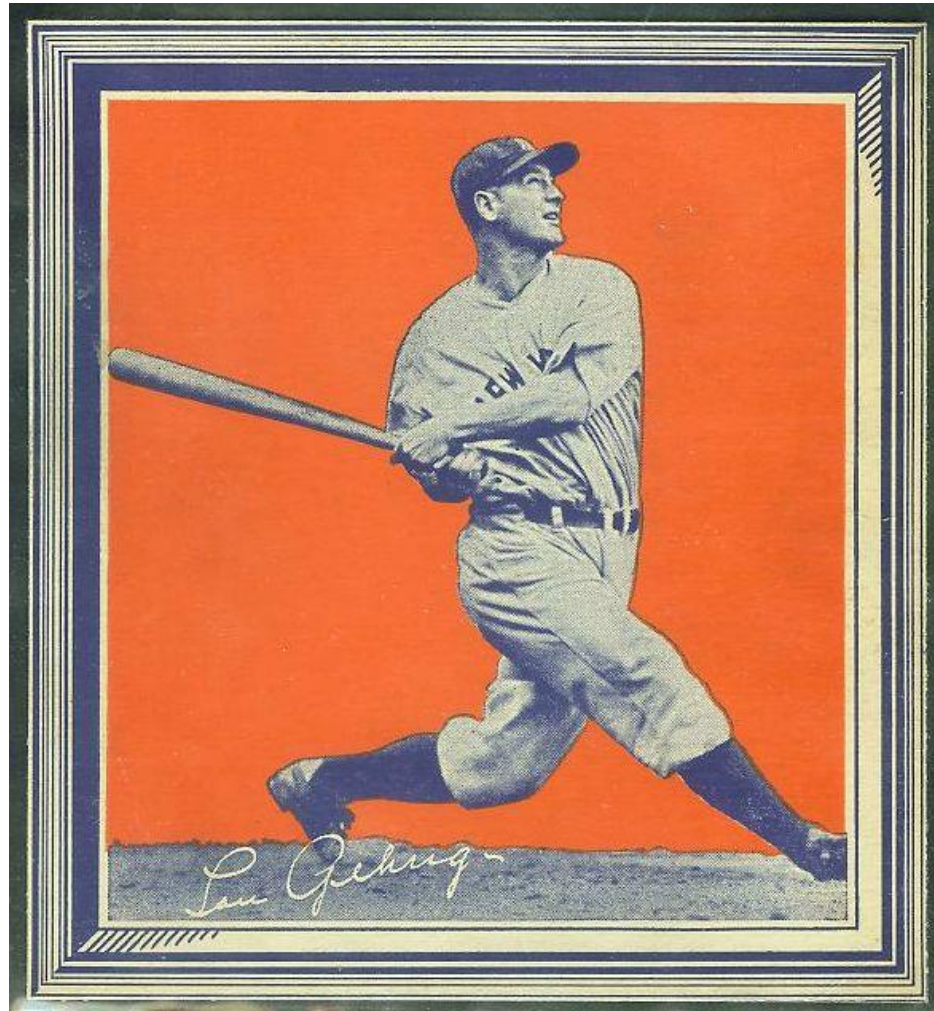


“What questions
do you have
for my answers”

- *Henry Kissinger*



Frame Your Story



Use the **Bridging Technique**



- Prevents interviews from becoming interrogations
- Allows you to drive your messages — from the very first question
- Best way to stay “on message”

The Bridge to **Your Message**

Question



Response



*Message/
Example*

BRIDGE

Sample **Bridges**



- What I can tell you is...
- Let me put this into perspective...
- You know, the real issue here is...
- I think it's important to realize that...
- You know, to me the real question is...
- That's not my area of expertise, but I can tell you that ...
- I don't know, but I can help you find someone...

Tough Question..?



Tell Your Story

Instant **Poll**

Do you find it challenging to respond to negative media questions?

YES

NO

A negative question, often speculative, may focus on a problem or issue, or sound critical or confrontational.

Turn Negatives into **Positives**



On the contrary ...



No, not at all, actually ...



I would disagree,
here is the real story ...

Be **Positive**: Flag It!

- The key thing is...
- What we're most excited about is...
- What's most important is...
- Another thing to remember is...
- The best part about...



Instant **Poll:**

How Would **You** Answer this **Negative Question?**

“We hear that many people might not renew. Are you hearing that?”

- “No comment”
- “Where are you hearing that?”
- “Let’s step back and talk about what’s been accomplished this year. New York State has done a great job of providing affordable health plans and will continue to do so.”



**There is no
such thing as
“off the
record”**

A close-up photograph of a person's face, focusing on the nose, mouth, and chin. The person has dark skin and is wearing a blue and white striped shirt. The text "Don't ever say: 'No Comment'" is overlaid in white, bold, sans-serif font across the mouth area.

**Don't ever say:
"No Comment"**

Interview by Telephone

A grayscale photograph of a man in a suit and tie, holding a telephone receiver to his ear. The image is semi-transparent and serves as a background for the text.

- Set up a time to talk
- Prepare notes
- Stand up
- Give the “5 minute warning”
- Summarize your key themes

Interview in Person

- Set a time to talk
- Find a quiet location
- Set time limit



Dealing with **Difficult** Questions/Reporters

Avoid **Combative** Instinct

- Anticipate tough questions
- Recognize when you are being “baited”
- Minimize urge to fight back
- Refocus conversation



Avoid **Speculation**

- Don't raise expectations

SPECULATION



Don't
overreact

Know When to Defer



Instant **Poll**:

How Would **You** Answer this Question?

“Is it true that premiums will fluctuate widely in 2015?”

- “No comment”
- “Let’s step back for a minute to talk about what factors might impact premiums.”
- “Our role as navigators is to assist people in enrollment. This question is best directed to the state.”

Corrections

- **Avoid impulse to “correct”**
 - **Work with team**
- **Determine appropriate next steps**

Role Play Demonstration



Questions?



End of the Inning

- Please complete Inning #6 survey
- Watch for inning replay to be posted to <http://info.nystateofhealth.ny.gov/SpringTraining>
- Inning #7, Part 1– Know Who You’re Pitching To
 - Wednesday, September 17th at 10:00am
 - invitation to follow