

Dress for the Camera



- **Keep it neat and simple!**
- Control fly away hair with gel/hairspray
- Make-up can counterbalance “flattening” effects of lights and camera (women: use slightly more than usual; men: use translucent powder to reduce shining nose, forehead and scalp)
- Wear dark (taupe, blues, greens, browns), well-tailored jackets
- Prevent camera artifacts by avoiding tiny patterns, pin-stripes, bright reds, totally white (e.g., shirt) or black outfits
- Remove or cover shiny buttons, loose and dangly bracelets or watches
- Wear non-reflective eye glass lenses

Speak to the Camera

- **Keep it clear and short!**
- Look at the reporter – not the camera
- Speak at normal voice level but with greater energy and commitment than usual (TV flattens affect)
- Remember your audience is the public (traumatized, concerned, hostile, apathetic), not the reporter
- Be aware of the visual background (make sure it is compatible with your message)

Provide Patients for the Media

- **Patient’s well-being comes first!**
- Chose emotionally well-grounded patients
- Assure patient understands that accepting/declining interview will have no impact on treatment
- Stress that there are no guarantees as to whether they will be quoted in final article or shown on TV
- Patient should do this to benefit the public, not as a favor to you

Working with the Public through the Media



Helping Your Community Cope

What is the Frontline Practitioner’s Role?

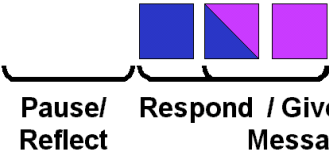
- Hear community concerns
- Convey accurate and ethical information in a meaningful context
- Assist patients and the public with the media as partners
- Help people cope and heal
- Prevent fear and damage

Key Strategies

- 1. Prepare messages**
- 2. Be brief**
- 3. Be clear**
- 4. Take as much time as you need**
- 5. Be personal**
- 6. Respond to underlying needs**
- 7. Express empathy**

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Communicating Risks

	to the Public <small>often include members of the media</small>	to the Media
Typical Settings	Town meetings, call-in shows, PTA or Rotary meetings	Press conferences, individual or group interviews (hallway/office/studio, impromptu/planned, live/taped)
Key Objectives	<ul style="list-style-type: none"> ▪ Deliver relevant and useful health messages ▪ Address community concerns while helping people heal and get help 	<ul style="list-style-type: none"> ▪ Deliver strategic and ethical health messages ▪ Assist media to provide a story that accurately reflects your messages
Preparations	<ul style="list-style-type: none"> ▪ Find out who your audience is ▪ Prepare take-home messages ▪ Translate medical/scientific information into lay language ▪ Develop and practice responses to anticipated questions ▪ Dress for impact (see suggestions on pg. 4) 	
Do's	 <p style="text-align: center;"> Pause / Reflect Respond / Give Message </p>	
	<div style="border: 1px solid black; padding: 5px;"> <p style="text-align: center;">Managing Emotions</p> <ul style="list-style-type: none"> ▪ Listen ▪ Acknowledge feelings ▪ Express empathy/ caring ▪ Stay calm ▪ Be supportive </div>	<ul style="list-style-type: none"> ▪ Speak to the needs and interests of your audience ▪ Be brief and focused (1-6 sentences for public) ▪ Use everyday language (avoid jargon) ▪ Paint pictures with words (images, examples) ▪ Acknowledge your role and its boundaries (share the limelight) ▪ Be empathic, honest and professional ▪ Share personal feelings and experiences (when appropriate) ▪ Use your non-verbal communications for impact ▪ Leave listeners with specific actions they can take
		<div style="border: 1px solid black; padding: 5px;"> <p style="text-align: center;">Message = Statement</p> <p>that conveys information and fosters attitudes that encourage listeners to think or act differently</p> </div>
Don'ts	<ul style="list-style-type: none"> ▪ Be even briefer (1-3 sentences) ▪ Stay personal ▪ Control the interaction 	
	<ul style="list-style-type: none"> ▪ Do not feel obliged to answer all questions, but never say "no comment." "I wish I could answer that but..." is better. ▪ Do not breach confidentiality, everything is on the record! 	