



# Just-in-Time Media Prep

Sample Program Design





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### Objectives

When you have an upcoming media opportunity we can coach executives, spokespersons or groups leading up to a launch, announcement or a large event. This is about landing a memorable message and thriving in difficult Q & A in the moment of truth.

Participants will:

- Refresh or deepen Media Savvy, if needed
- Sharpen pro-active messaging
- Anticipate tough questions and prepare for Question and Message
- Simulate Interviews, Broadcast and/or Print, with feedback and coaching
- Reinforce "Best Practices"
  - Lead with Your Lead
  - Touch, Bridge and Go
  - Define don't Defend
  - Empathy First
  - Buying Time
  - Sell the Process

### Pre-Assignments

To create the most effective workshop possible, participants will engage with the Butterfield Speaks curriculum and complete pre-assignments prior to the workshop.

#### Prepare for Workshop

Read selected chapters from *It's Showtime: Richard Butterfield's Power of Persuasion*.

Review the *Media Savvy Short Course*.

Review upcoming media opportunity messages and tough questions.



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### Program

#### Typical Agenda

With C-Level executives, we often work one-on-one.

With teams, we can have the whole group in the room, or work in smaller groups.

For larger groups we can bring multiple coaches for 1:1 coaching.

**8:30 – 12:30**

#### Key Spokespersons

Review Media Savvy, if necessary

Engage in 7 Steps of Just-in-Time Process

Print Simulate Interview #1 (Friendly)

Print Simulation #2 (Passive Aggressive)

Print Simulation #3 (Hostile)

Broadcast Simulate Interview #1 (Friendly)

Broadcast Simulation #2 (Passive Aggressive)

Broadcast Simulation #3 (Hostile)