

Media, Messaging and More for the EMS Physician Medical Director's Course

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General links/resources:

TJ Walker (does media training)

- Media Training Course prep: Includes links to his two publications which are also linked below: <https://www.mediatrainingworldwide.com/media-training-courses/>
- Media Training Success: How anyone can become a media pro in 20 minutes (focused on TV / camera interviews, visuals): <https://www.dropbox.com/s/q7k3d3rxpo0e1um/Media-Training-Success-How-Anyone-Can-Become-A-Media-Pro.pdf?dl=0>
- Media Training A to Z (shared for higher education purposes): <https://www.dropbox.com/s/24c5mpr6ine8bhc/MediaTrainingA-Z.pdf?dl=0>

NAEMSP Messaging blog: <https://naemsp.org/2016-12-8-medicine-in-public-messaging-is-a-core-skill-in-postgraduate-ems-education/>

TED talks: There are MANY

- Briar Goldberg: <https://ideas.ted.com/before-your-next-presentation-or-speech-heres-the-first-thing-you-must-think-about/>
- Several more linked at the bottom of that page. There are also numerous books on giving TED talks which are short, high-impact presentations and have many tips that can be helpful as well

Getting at the issue without getting personal:

DCFire – Juliette Saussy resignation letter (not made public by her)

<https://www.dropbox.com/s/xbb3bslnii5esse/298789450-Juliette-Saussy-Resignation-Letter.pdf?dl=0>

Kojo Nnamdi Show Interview 2-11-2016: <https://thekojoonnamdishow.org/shows/2016-02-11/d-c-s-outgoing-fire-department-medical-services-director/>

Pay special attention to those who called in at the end of the show who amplified and validated her points. Never asked if those were “staged” or seeded in any way, but that is a strategy as well.

Kirkpatrick Model – one framework for building a message: <https://kodosurvey.com/blog/how-master-kirkpatrick-model-training-evaluation>

TV interviews: Advice for preparing for TV interviews. <https://www.prnewsonline.com/TV-interview-guide/>
<https://blog.propplr.com/how-to-prepare-for-a-tv-interview> Examples with lessons:

- https://www.youtube.com/watch?v=-ZVh_u5RyiU Katie Couric and Sarah Palin. What happens when you have nothing to say, don't prepare well, and don't know what you are talking about, even without aggressive questioning. Note Couric's framing of her statements /questions designed to lead or push the interviewee.
- <https://www.youtube.com/watch?v=pafJHx-o21k> : Gayle King and R Kelly: jump to 3:00 where King starts to push his buttons. (3:00-4:55) Observe her nonthreatening body posture and disconnect between relaxed body posture but very aggressive questioning in a calm voice.

<http://8mmedia.com/the-11-deadly-sins-of-live-tv-interviews-even-the-most-seasoned-media-professionals-make-and-how-to-avoid-them/>

<https://blog.propplr.com/how-to-prepare-for-a-tv-interview>