



Public Relations – Media Training

Challenge

Action for Healthy Kids is dedicated to fighting the childhood obesity crisis in the United States. Specifically, it focuses on creating healthy school environments through encouraging nutritious food and beverage options, increasing physical activity through during-school and after-school programs, and informing administrators, educators, children and parents about the role nutrition and exercise play in academic success.

Michigan Action for Healthy Kids, a statewide coalition, hired communications 21 to media train its 30 coalition members in a one-day session.

Solution

Drawing on years of media training experience, c21 customized its media training, usually conducted in small groups of 3 to 5 people to enable one-on-one attention, to satisfy the large group without compromising the feel of special attention for each participant. In preparation for the training, c21 team members:

- Surveyed the participants to determine his/her skill level and experience in dealing with the media
- Divided the training into conquerable sections, ensuring time was allowed for both fun and education to keep trainees engaged
- Created notebooks containing media training techniques as well as detailed, targeted information for the coalition and its particular needs

On the day of training, c21 eased the tension of the group by showing a reel of TV bloopers and presenting relevant strategies and techniques for avoiding such bloopers. Each trainee was responsible for completing a mock interview and conducting a presentation.

Results

In a post-training survey, 72 percent of the trainees rated c21 as meeting their expectations and 28 percent rated as exceeding expectations. c21 was asked to create 30 additional media training notebooks for individuals who were unable to attend the training. Also, the time spent in the media training session was approved as education credit for the American Dietetic Association.

“I appreciate the opportunity to participate! This will help me become a better spokesperson for MAFHK.” – training participant