

A man in a light blue shirt is the central focus, surrounded by a group of photographers and videographers. They are holding professional cameras and video equipment, capturing the moment. The scene is set in a bright, indoor environment, likely a car show or launch event, with a white car visible in the foreground. The overall atmosphere is busy and professional.

# MOORE

## PART III: MEDIA TRAINING ESSENTIALS

## WHAT WE'LL COVER

- **Why Is This So Important?**
- **Preparation**
- **Attire**
- **Upon Arrival**
- **During the Interview**
- **Zoom Interview Basics**
- **Q&A**

**M**OOORE





## WHY THIS IS SO IMPORTANT

**Necessary skills: media interviews, public speaking, meetings or social interactions**

- It's your brand and you are an extension of it
- The incredible shrinking attention span
- The role AI plays in organizational reputation

# INTERVIEW PREP

- **What's the outlet and who is the reporter?**
- **What's the gist of the story?**
- **Reporters look for irony, controversy, conflict and sometimes negativity.**
- **Establish ground rules**
- **Live or recorded, in-studio, onsite or Zoom?**
- **Written responses?**
- **Develop speaking points, shape the narrative.**
- **REHEARSE! Practice by recording yourself, play it back, show it to a friend/family for feedback**
- **Make a list of anticipated questions and ALWAYS expect the unexpected**



# MESSAGE TRIANGLE



## 1: Supporting Key Concept/Message

- Details, examples, etc.
- Details, examples, etc.
- Details, examples, etc.

## 2: Supporting Key Concept/Message

- Details, examples, etc.
- Details, examples, etc.
- Details, examples, etc.

## 3: Supporting Key Concept/Message

- Details, examples, etc.
- Details, examples, etc.
- Details, examples, etc.

# JUNETEENTH MESSAGE TRIANGLE



## 1: Trip of gratitude to D.C.

- All expenses paid
- Day of honor and reflection visiting memorials built in their honor.

## 2: Societal limits

- Not only defended our nation, but also grappled with segregation, and discrimination

## 3: Renewed pride

- Return home reminded by grateful nation they made a difference.



# Honor Flight Network Juneteenth Talking Points

- Honor Flight Network is proud to announce its first-ever Juneteenth Honor Flight trip, which will honor African American Veterans from the Atlanta area.
- This special journey, set to depart Atlanta for Washington, D.C., on June 19, 2024, will celebrate these American heroes with a day of honor to visit and reflect at the national memorials built to commemorate their service.
- Black veterans, revered for their dedication and service will embark on a journey of remembrance and gratitude with an unparalleled all-expenses-paid flight from Atlanta to the nation's capital, where veterans will be immersed in a carefully curated day of honor, complete with a celebration upon their return home.
- Honor Flight Network's Juneteenth event will pay tribute to the unsung heroes of our nation, Black veterans who have selflessly served during America's pivotal World War II, Korean War, and Vietnam War periods.
- Many African American Veterans were not only charged with defending our nation, but also battling various limits placed upon them by society.
- The Juneteenth Honor Flight trip will highlight the extraordinary courage and resilience of Black Veterans and demonstrate gratitude for their tremendous service.
- African American Veterans will return home with a renewed sense of pride, reminded by a grateful nation that they truly made a difference for each one of us.
- Spots for this "trip of a lifetime" are limited and we encourage interested African American Veterans to learn more at [www.honorflight.org](http://www.honorflight.org).
- African American Veterans in the Atlanta metropolitan area who served during the World War II, Korean War, or Vietnam War eras are encouraged to apply online at <https://loneeagle.honorflight.org/>.
- Grown children/family members of Black Veterans are also encouraged to sign up their loved one who served for an Honor Flight.



# STARS AND STRIPES

“Black veterans were charged with defending our nation, while also battling various limits placed upon them by society. This trip will highlight their courage and show gratitude for their service,” said John W. McCaskill, a military historian and board member of the Honor Flight Network, a nonprofit organization.



## Honor Flight flies Black veterans to Washington to celebrate Juneteenth



The Honor Flight Network hosted its first-ever Juneteenth Honor Flight for 26 Black veterans. CNN's Dianne Gallagher reports.

3:20 • Source: CNN



For the first time, the Honor Flight Network, which transports veterans to Washington to celebrate their service and sacrifice, flew a group of Black veterans to the nation's capital for Juneteenth. The 26 veterans toured war memorials and the Martin Luther King Junior memorial. NBC News' Yamiche Alcindor reports.

## Black veterans take 'honor flight' to Washington monuments to celebrate Juneteenth



Cybele Mayes-Osterman  
USA TODAY



## Black members fought wars abroad, racism at home

## First-of-its-kind Juneteenth Honor Flight brings heroes to DC | 7Salutes

A photograph of a clothing store display. On the left, a mannequin wears a dark green jumpsuit with a brown bag. The background shows shelves with folded clothes and racks of hanging garments. A large red rectangle is overlaid on the center, containing white text and a list of guidelines. The text reads 'ATTIRE DRESS FOR CONFIDENCE'. The list includes: 'Match your work culture', 'Solid earth colors that work well with skin tone', 'Blues, grays, magentas, browns, but no red or all white shirts', 'No scarves or excessive jewelry/accessories, no sunglasses, or glasses if possible', and 'Bring a spare'.

**ATTIRE**

**DRESS**

**FOR CONFIDENCE**

- **Match your work culture**
- **Solid earth colors that work well with skin tone**
- **Blues, grays, magentas, browns, but no red or all white shirts**
- **No scarves or excessive jewelry/accessories, no sunglasses, or glasses if possible**
- **Bring a spare**

# ONSITE INTERVIEWS

- It's about taking control
- Arrive early, get comfortable
- Engage the reporter, their angle, what they want to know
- Establish what you are speaking about
- Everything is "on the record"
- Suggest a pre-interview and rehearsal
- Suggest a place to do the interview



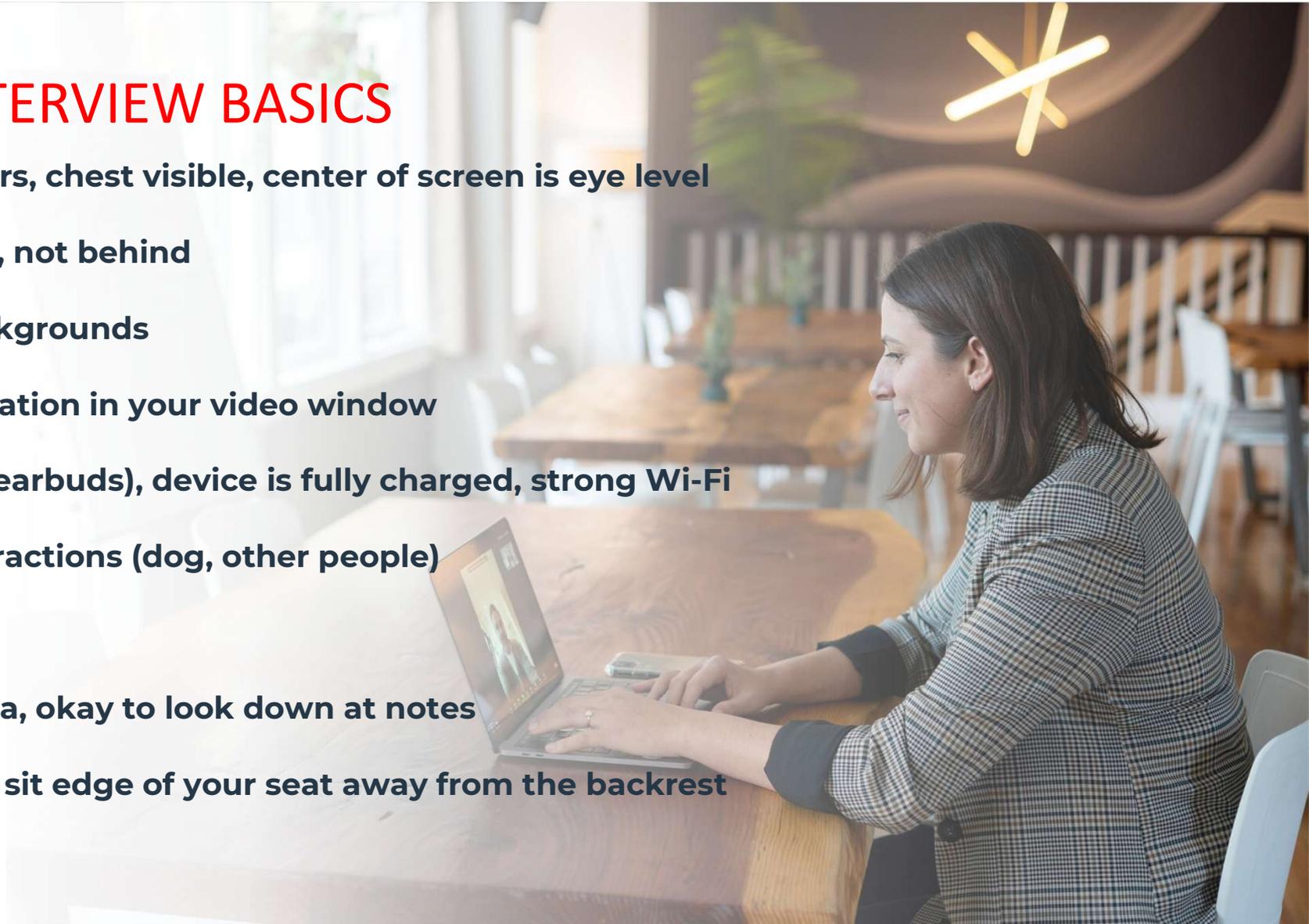
# THE INTERVIEW

- Answer the question you wanted them to ask
- Brief statements, simple, no jargon
- 3-5 key messages, with supporting information
- Eye contact, expressions, hand gestures, posture
- Pivoting, turn a tough question into opportunity
- If you do not have an answer to a question, say so
- Don't speculate, do not give details that have not been confirmed
- "Is there anything you'd like to add?"
- You get a redo...or two or three
- Correct a reporter if needed



## ZOOM INTERVIEW BASICS

- **Head, shoulders, chest visible, center of screen is eye level**
- **Light is at you, not behind**
- **No virtual backgrounds**
- **Name/organization in your video window**
- **Good mic (no earbuds), device is fully charged, strong Wi-Fi**
- **Eliminate distractions (dog, other people)**
- **Test interview**
- **Look at camera, okay to look down at notes**
- **Good posture, sit edge of your seat away from the backrest**





## Test Your Knowledge!



**What are three things to keep in mind when dressing for an interview?**



**What are three Zoom interview basics?**



**What are three things you can do to prepare for an interview?**



## Part IV: Case Study

- **This is not meant to be highlighted as criticism, but as ways to think about it better or differently.**
- **Intent was good, but words matter - subtle differences make a huge difference.**
- **Just because you know something doesn't mean you have to say it—tell the reporter what you want them to hear.**





## Part IV: Case Study



- **Article in a local paper about an Honor Flight returning home and mentions it's the last flight in the headline.**
- **We sometimes can't control the direction a reporter goes, but we can do our best to control what we say and how we say it and this can guide a reporter to telling the story we want.**
- **Article starts out positive, has elements of a good story but reporter picks up on some of the negativity and runs with it.**



## Part IV: Case Study



***“We have to have two things to fly: We have to have money in the bank, and we have to have veterans who want to go,”***

***However, the second requirement is veterans who want to make the trip, and their numbers have steadily gone down over the past several years, she said.***

- **Sounds transactional and conditional rather than mission-driven.**
- **Emphasizes limitations instead of opportunities.**
- **Focuses on decline (“numbers have steadily gone down”) and can create a sense of hopelessness or organizational weakness.**
- **For donors or volunteers reading this, it signals the program is failing, rather than evolving to meet changing needs.**
- **Might give the impression that HFN is shutting down everywhere.**



## Part IV: Case Study



***“Our flights have always been possible thanks to incredible community support and the veterans who inspire us. As the number of eligible veterans naturally declines due to age and other factors, we’re committed to ensuring every remaining hero who wishes to go has that chance—and we’re working as hard as we can to make it happen.”***

- **Mission-focused:** Reinforces purpose and gratitude.
- **Positive framing:** Acknowledges reality without sounding negative.
- **Forward-looking:** Shows proactive steps and collaboration, which builds confidence in the organization.



## Part IV: Case Study



***XXXX emphasized another reason for the chapter's end: a potential decrease in flight quality.***

***“In an organization like this, if you are only doing, say, one flight a year, the professionalism, the efficiency, all of that starts to decline, and ultimately you run into mediocrity,” he said. “And we don’t want to do that.”***

- Reporter picked up on the decrease in flight quality being mentioned.
- Words like “decline” and “mediocrity” sound harsh and undermine confidence.
- Suggests the organization is delivering poor experiences.
- Alternative
  - ***“We want every flight to meet the highest standards of care and honor. As opportunities become fewer, we’re committed to maintaining excellence whether we do one flight a year or one dozen.”***



## Part IV: Case Study



***“Maybe we’ve exhausted the market, which is a good thing.”***

- **“Exhausted the market” sounds like a business term, not a mission-driven phrase.**
- **Could imply indifference toward remaining veterans.**
- **Discourages any veterans who have not yet applied for their Honor Flight trip and underscores the notion that Honor Flight is disappearing from the market.**
- **Alternative**
  - ***“We’ve been honored to serve thousands of veterans over the years, and now we’re focused on ensuring every remaining veteran who wishes to go has that opportunity.”***



## Part IV: Case Study



### Why Words Matter

Words can have short and long-term impacts.

- **Every quote, headline, and statement contributes to the narrative--subtle differences in phrasing can shift perception dramatically.**
- **Words influence how organizations are viewed and public statements set the tone for credibility and professionalism.**
- **Donors respond to optimism and purpose and need to trust an organization. Language that feels limiting or pessimistic can discourage giving. Positive positioning signals stability and impact, making donors feel their support matters.**
- **Forward-looking, mission-driven language inspires involvement and pride amongst volunteers and staff.**



## Part V: Interactive Exercise

- **Let's apply some of what we just learned and—and have fun too!**
- **You'll be given a scenario, and you have 20 minutes to prepare responses to the reporter's questions.**
- **Each table picks someone to share the responses.**





## Part V: Interactive Exercise



### Scenario

**A reporter from a local TV station wants to do a story on an upcoming flight from your local hub. You vetted her, spoke with her about the angle of the story and will meet at the airport on the day the flight leaves for the recorded interview. You have prepared your speaking points and feel confident about the interview. When you arrive early for the interview, she is already there with her cameraperson. The area is crowded with veterans and volunteers getting ready to board the plane. You walk up, introduce yourself and she holds her microphone out, nods to her cameraperson to begin filming and says, “Are you ready? Let’s begin,” and she begins asking the following questions.**



## Part V: Interactive Exercise



### Reporter Questions

**#1: Honor Flight does hundreds of flights a year—what makes this flight any different from the others?**

**#2: I read other hubs canceled flights due to funding. Are you worried you'll have to cancel flights, too?**

**#3: I also heard some hubs are having trouble finding veterans interested in making the trip. Are you experiencing this too, what do you attribute it to and what will you do to prevent this from happening?**

**#4: Is there anything else you wish to add?**



## Part V: Interactive Exercise

**#1: Honor Flight does hundreds of flights a year—what makes this flight any different from the others?**

*“Every Honor Flight is unique because every veteran’s story is unique. Today, for example, we have 92-year-old Korean War veteran Mr. Harold Jenkins from Mesa, who has never seen the Korean War Memorial. He brought a small photo of the men he served with, three of whom never made it home. For him, this isn’t just a trip; it’s a moment of healing and remembrance. What makes this flight different are his moments, his memories, and the community that’s rallied around him. No two flights are ever the same, because no two veterans are the same.”*



## Part V: Interactive Exercise

### **#2: I read other hubs canceled flights due to funding. Are you worried you'll have to cancel flights, too?**

- ***“Today is about honoring our veterans with a day of remembrance and gratitude. These flights happen because our community shows up and that includes our donors, volunteers, staff and guardians. These trips do require resources and in keeping with our mission, we’re committed to doing all we can to give our veterans the trips they deserve.”***
- ***“While resources are always required to conduct these trips, we’re committed to ensuring every eligible veteran who wishes to go has that chance. These trips are possible by the generous support of our volunteers and donors. To learn more about the ways people can support, visit [honorflight.org](http://honorflight.org).”***



## Part V: Interactive Exercise

**#3: I also heard some hubs are having trouble finding veterans interested in making the trip. Are you experiencing this too, what do you attribute it to and what will you do to prevent this from happening?**

- ***“As generations change, the number of eligible veterans naturally evolves. Our mission never wavers. We focus on every remaining hero who wants to go, and we’re steadfast in our commitment to make these visits as meaningful as possible.”***
- ***“As various veterans’ ability to make these trips shifts, our commitment endures. We ensure each veteran who raises their hand experiences a deeply memorable visit, always.”***
- ***“We understand that eligibility can change over time, but our commitment does not. If you or a loved one would like to go, apply today. We’re ready to help make the journey happen.”***



## Let's Reflect!

- **What are the three biggest things you learned today?**
- **How will you do things differently going forward?**
- **Do you feel more empowered to engage the media with clarity, confidence and effectiveness?**



# Key Takeaways

**Now more than ever, PR is a remarkably powerful tool—and its power will only increase.**

**AI can be your best friend (or your worst enemy) for a number of reasons.**

**You can become a one-person PR storytelling machine!**

**Control every aspect of the interview that you can.**

**And lastly—Words Matter!**

