**TO:** PLA Board of Directors

**RE:** Virtual media training

**DATE:** January 9, 2023

**ACTION REQUESTED/INFORMATION/REPORT:**Information

**ACTION REQUESTED BY:**N/A

**DRAFT OF MOTION:**N/A

**Background**

PLA leaders are the most likely to receive requests directly or through ALA Communications and Marketing Office to respond to media inquiries. In the past, division presidents-elect received some media training as part of their onboarding with the ALA president-elect. With financial and pandemic constraints, this small-group opportunity has ceased, at least temporarily.

In November 2022, PLA invested in a trainer previously used for this work (bio attached) for a full-day training with the PLA president and president-elect to strengthen our ability to most successfully leverage media opportunities. This is particularly important with the increased attention on censorship attempts and other threats to library workers, programs, and services. It also aligns with the new strategic plan goals, including organizational excellence, EDISJ, and advocacy & awareness.

For a reasonable additional fee, PLA also contracted for a bank of consultation hours as needed and a two-hour virtual training for any board members that would be interested to build these skills as PLA spokespeople and overall professional development as a champion for public libraries. As most of you know, these skills also are completely transferrable to elevator pitches, stakeholder meetings, and public events with community interaction.

**Training outline – two hours, virtual**

* Introduction, including brief overview of session and discussion of objectives and opportunities
* Interactive presentation of key tips/techniques for successful interviews
  + Understanding the rapidly evolving media landscape, with emphasis on the rapid growth, pervasiveness and impact of social media
  + Knowing the media and target audience(s), i.e., interests and concerns
  + Developing and supporting key messages with “proof points”
  + Adding strength and relevance to key messages with *appropriate personal experience, anecdotes and insights*
  + Establishing and maintaining the 3 C’s
  + Taking advantage of “softball” questions
  + “Bridging” credibly from to positive messages
  + Dealing with interruptions, distractions and mischaracterizations
  + Staying out of trouble
  + Gesturing purposefully and retaining “engaged” posture and eye contact
  + Ensuring key messages are delivered early and often
  + “Flagging” to highlight the most important point(s)
* Role Play with 1-2 volunteers
* Wrap-up Q&A/discussion