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FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

YMCA Digital Summit Media Training

*Be prepared for a media visit or
difficult questions.*



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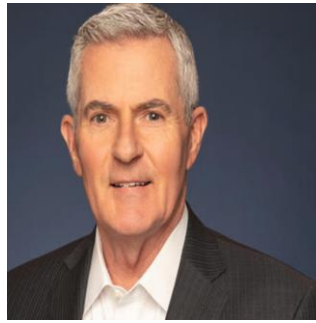
**Communication is about
what people hear and take
away, not what you want to
say**



Demond Fernandez,
WFAA



Charlotte Huffman,
WFAA



Ken Kalthoff,
NBC 5



Tim Rogers,
D Magazine



Brooklyn Cooper,
The DMN



Scott Friedman,
NBC 5



Lori Brown,
FOX 4



Brian New,
CBS 11



Robbie Owens,
CBS 11



Steve Pickett,
CBS 11



Media Policy

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- To encourage the preparation of balanced and fair news stories, it is the policy of the YMCA of Metropolitan Dallas to provide the media with timely access to factual information, informed opinions and YMCA experts.
- All official contact with media is coordinated through **David Frederick and Kristin Welsh** for the Dallas Association or whoever leads communications for your Association
- Curt Hazelbaker is the official spokesperson for the YMCA of Metropolitan Dallas.
- David and Curt may designate a person or persons responsible for communication with the media at their discretion for the Dallas Association
- Adopt a similar policy locally for consistency



Media Phone Call

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- If a reporter calls you, politely say that all media inquiries are handled by a YMCA communications representative (David Frederick) and tell the reporter you will take a message so he can return the call. Then, take a message with the following information:
 - The reporter's name and what media outlet they are calling with (i.e. *The Dallas Morning News*, NBC, KRLD Radio, phone number, email, deadline.
- Do not answer any questions or share any information. Do not say "no comment."
- If the reporter continues to ask questions, politely repeat the policy and say "thank you." Even if the reporter is not nice or is rapidly firing questions at you, take the high road, keep your cool, repeat the policy and get off of the phone as quickly as possible.
- If you take the reporter's name and contact information, immediately send the message to **David Frederick** (dfrederick@ymcadallas.org; 469-276-8447) so the reporter's call can be returned promptly. For other associations, contact your direct manager, VP Ops or CEO.
- If a reporter leaves a message on your voicemail, immediately send the message to David and do not call back.



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Media Email

- If a reporter emails you, forward the email immediately to **David Frederick**. For other associations, email to your direct manager, VP Ops or CEO as appropriate
- Next, call him to let him know a reporter has contacted you. Do not respond to the reporter.



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Reporter on Site

- If a reporter shows up at the branch unannounced, politely explain that media must make arrangements in advance for interviews through the Association. Contact your direct manager, VP of Operations or CEO if you see a reporter on site.
- Even if the camera is rolling, remain polite and repeat the policy. Managers will in turn contact David to inform him there is a reporter on site.
- Depending on the topic, David may give you the green light to do the interview, or may need to have the reporter talk to Curt or another Y representative at a different time.
- A reporter may shoot their photos/video from a public place (i.e. a sidewalk or other public property) and conduct interviews with members or others from this public space as well. Reporters legally are allowed to do their work from these public places. If you see this happening, immediately alert your direct manager, VP of Operations or CEO.



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Interview Tips

What's in my background?



Virtual Interview Background



Camera Angle





Interview Tips

- Distraction Free
- Dress professionally
- Headphones
- Look directly into the camera on your computer
- Live vs. recorded
- Use of notes - top three messages
- Refer to the website
- Call to Action
- Thank you!

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Approved Messages

Bridging the gap

Questions	Answers	Messages



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Has the YMCA had any COVID cases?

- Like many organizations across North Texas, the YMCA has been impacted by COVID-19. At this time, the YMCA has been notified of a small number of positive COVID-19 cases that affect our YMCA of Metropolitan Dallas facilities. This includes cases of staff and children in our care, and parents of children in our care.

How many COVID cases has the Y had?

- I don't have that answer at this time but I will find out for you.



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What are you doing to keep members safe at the gym?

- Our branches have been re-opened for almost four months and in that time, we have been continually evolving how we keep our branches as safe as possible for our members.
- We continue to have the following safety measures implemented at all of our branches including reduced capacity limits, equipment spaced out to ensure social distancing, staff receive temperature checks before being allowed to start work, all staff are required to wear masks, and we ask members to wear them while not working out, when entering and exiting the branch and in common areas, deep cleaning takes place at night and equipment is sanitized after each use and class sizes are smaller to ensure we have proper spacing for our participants.
- The safety and well-being of everyone in our community – especially our most vulnerable neighbors – is our top priority. We're doing everything possible to ensure our facilities meet the highest standards for hygiene and safety.



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Why are you holding the Turkey Trot in- person thi s year?

- The health and safety of all who participate in the Turkey Trot is our top priority. We have both in-person and virtual options available for participants this year so you can determine which works best for you and your family. We will continue to follow state and local guidelines and will make adjustments if needed as required by new guidelines or if deemed to be a positive change to promote the health and safety of our participants. You can learn more about changes to the Trot 2020 and our updated safety measures on your website.



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Practice!

**They can't use the bad stuff
if you only give them the
good stuff.**



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Questions

Thank you!