

**PUBLIC RELATIONS 101
MEDIA TRAINING SESSION
2013 NATIONAL AAZK CONFERENCE**

SUMMARY

This one-hour session will focus on the basics of doing media interviews, both print and broadcast. Participants will learn what reporters are looking for in interviews and how to respond to “unexpected” questions.

Other subjects to be covered will include: 1. What is news and why media coverage is important. 2. How to focus on messages that present the keeper’s institution in a positive light. 3. Pre-coaching and advanced preparations for interviews. 4. Why zoos can be in conflict with the press and how to minimize conflict potential. 5. Developing relationships with reporters. 6. How to steer an interview in the right direction and satisfy reporters. 7. How to best maintain positive relationships with the media.

If time permits, mock interviews will be conducted with some participants to practice these steps and goals.