



NTSB National Transportation Safety Board

Preparing for Your Media Briefing

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Delivering Your Message

April 14, 2016

What Makes a Good Briefing?

- Be Human
- Be Accountable
- Be Credible
- Be Calm
- Be in Control
- Be Prepared



Preparing Your Statement

- Do you have the right speaker?
- Who is your audience?
 - Customers
 - Public
 - Employees
- What is your message?
- Can you stay in your lane?
- What are the tricky areas?
- What is your commitment?



Addressing Questions

➤ Be confident in your organization

➤ Your policies are your message

- Quality assurance
- Training / Certifications
- Code of conduct
- Operational procedures
- Maintenance procedures
- Regulatory compliance



➤ Acknowledge challenges and bridge to your message



Before You Come to the Podium

- What are the ground rules?
- Opening comments
- Are your notes organized?
- How do you look? Feel?
- What will you do with your hands?
- Exit strategy
- Breathe!



Before You Speak ...

- Open microphones
- SWAGs
- *Always & Never* statements
- “Friendly” conversations with reporters you know
- Association with other current events
- Bad quotes never die on the internet

