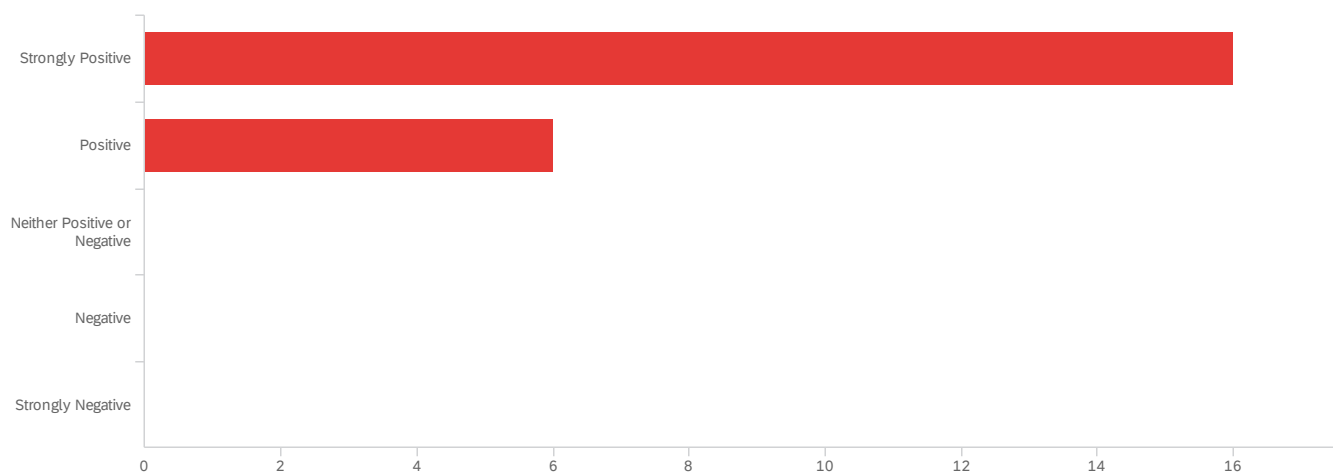


# Default Report

5.20.21 Lunch and Learn: Successful Media Interviews

June 3, 2021 9:01 AM PDT

Q1 - Thank you for attending the Lunch and Learn and taking this short survey. Please rate your overall experience regarding today's presentation.

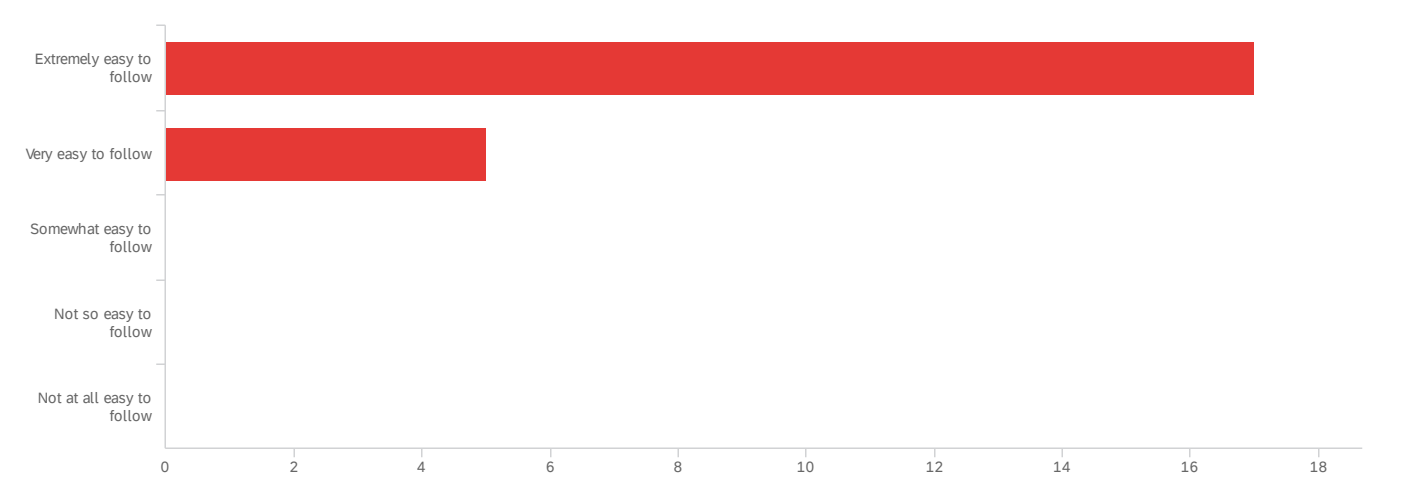


| # | Field                                                                                                                                         | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|-----------------------------------------------------------------------------------------------------------------------------------------------|---------|---------|------|---------------|----------|-------|
| 1 | Thank you for attending the Lunch and Learn and taking this short survey. Please rate your overall experience regarding today's presentation. | 1.00    | 2.00    | 1.27 | 0.45          | 0.20     | 22    |

| # | Field                        | Choice Count |
|---|------------------------------|--------------|
| 1 | Strongly Positive            | 72.73% 16    |
| 2 | Positive                     | 27.27% 6     |
| 3 | Neither Positive or Negative | 0.00% 0      |
| 4 | Negative                     | 0.00% 0      |
| 5 | Strongly Negative            | 0.00% 0      |
|   |                              | 22           |

Showing rows 1 - 6 of 6

Q2 - Was the presentation easy to follow and understand?

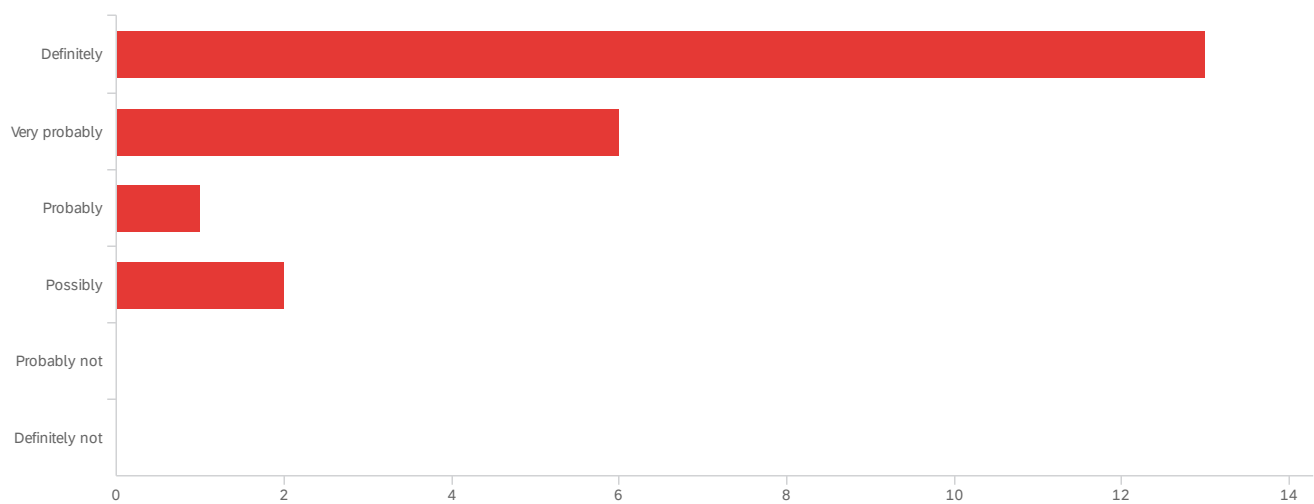


| # | Field                                               | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|-----------------------------------------------------|---------|---------|------|---------------|----------|-------|
| 1 | Was the presentation easy to follow and understand? | 1.00    | 2.00    | 1.23 | 0.42          | 0.18     | 22    |

| # | Field                     | Choice Count |
|---|---------------------------|--------------|
| 1 | Extremely easy to follow  | 77.27% 17    |
| 2 | Very easy to follow       | 22.73% 5     |
| 3 | Somewhat easy to follow   | 0.00% 0      |
| 4 | Not so easy to follow     | 0.00% 0      |
| 5 | Not at all easy to follow | 0.00% 0      |
|   |                           | 22           |

Showing rows 1 - 6 of 6

Q3 - Do you think you will apply the three strategies on staying on message in future media interview?



| # | Field                                                                                             | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|---------------------------------------------------------------------------------------------------|---------|---------|------|---------------|----------|-------|
| 1 | Do you think you will apply the three strategies on staying on message in future media interview? | 1.00    | 4.00    | 1.64 | 0.93          | 0.87     | 22    |

| # | Field          | Choice Count |
|---|----------------|--------------|
| 1 | Definitely     | 59.09% 13    |
| 2 | Very probably  | 27.27% 6     |
| 3 | Probably       | 4.55% 1      |
| 4 | Possibly       | 9.09% 2      |
| 5 | Probably not   | 0.00% 0      |
| 6 | Definitely not | 0.00% 0      |

22

## Q4 - What role does having good soundbites play in shaping a successful media interview?

What role does having good soundbites play in shaping a successful media in...

Allowing quick understanding of the message, and helping listeners of all comprehension levels understand the content.

Important

A huge roll, you want to get those important messages out there<sup>1</sup>

Helps keep the conversation "on message" and ensures you get your main points across during the interview.

makes it memorable

It makes your message memorable

clear, concise way to get your point across

Does not applies to my job, however staying positive always.

Big role

strong role

Making you story memorable and impactful.

Carefully answering questions presented.

It is very important

It help's to focus in on those messages.

More effective

## Q5 - Which component of today's webinar was the most helpful?

Which component of today's webinar was the most helpful?

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Making sure you redirect the media personnel back to your main message.

All

All of it, I will be using all suggested!

Reminders/tips for using the right language to ensure the message can be easily received and to avoid going down "negative" paths.

role play

using fractions vs percentages in presenting

Bringing the conversation back to the subject with thrown off by the interviewer

all of it!

Being prepared , requesting time for preparation

How to use and not use data

all of it, loved the role play

Bringing the conversation back to the point with bridging and other strategies.

Strategies involved and examples.

Don't repeat negative language

All the great discussion on deflection.

Tactics to present information in a not-threatening manner even if opinions differ

Examples

## Q6 - What topics would you like to see covered in a future lunch and learn sessions?

What topics would you like to see covered in a future lunch and learn sessi...

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How to work with difficult people.

Unsure at this time.

Management work related stress due to COVID

engaging community partners and how to identify champions

Pediatricians and oral health referrals

What information or techniques to share with dental providers about tobacco cessation and counseling

more on school linked activities

Dealing with the increased stressful work environment due to COVID.

summer programs can benefit from oral health education

How to work with difficult people.

How organization are planning outreach events given pandemic restrictions

Reaching low literacy populations

## Q7 - Please share any other comments to improve future lunch and learn sessions.

Please share any other comments to improve future lunch and learn sessions...

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This lunch and learn was excellent!

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These are very useful and informative. Thank you for having them.

Can not think of any at this moment.

I would love to have access to the recordings and contact info for inviting the facilitator to our agency to speak.

None at this time

Matt is great!

**End of Report**