

MEDIA RELATIONS TRAINING



Association of Ringside Physicians

TRAINING GOALS

- Become confident and capable in handling media interviews
- Become an effective advocate for the Association of Ringside Physicians



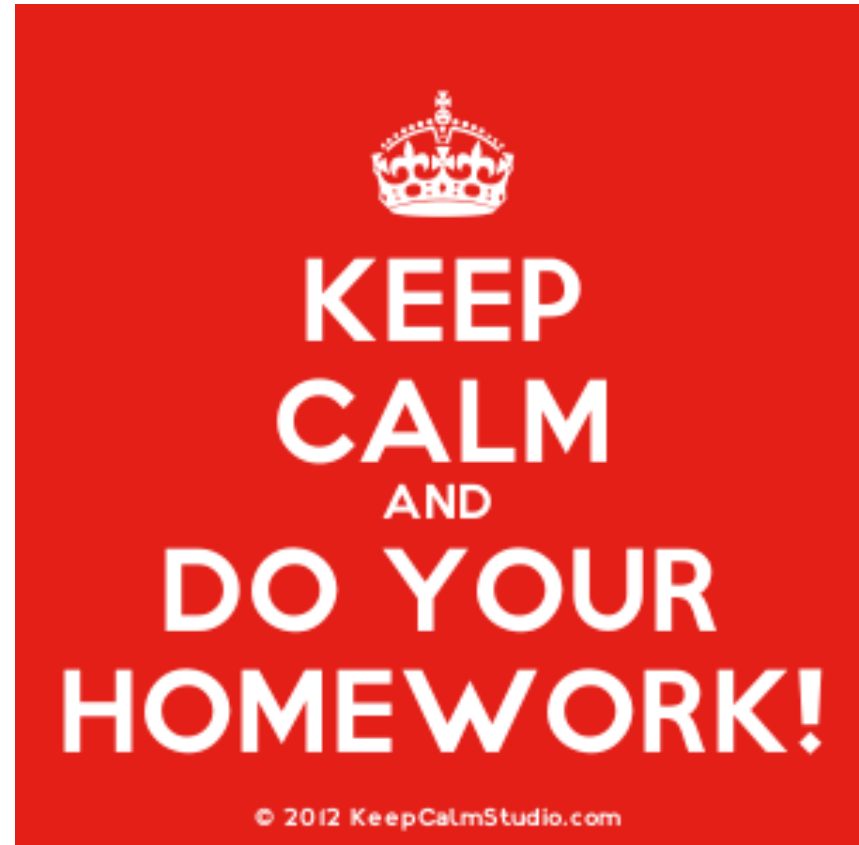
under pressure, we don't rise to the occasion



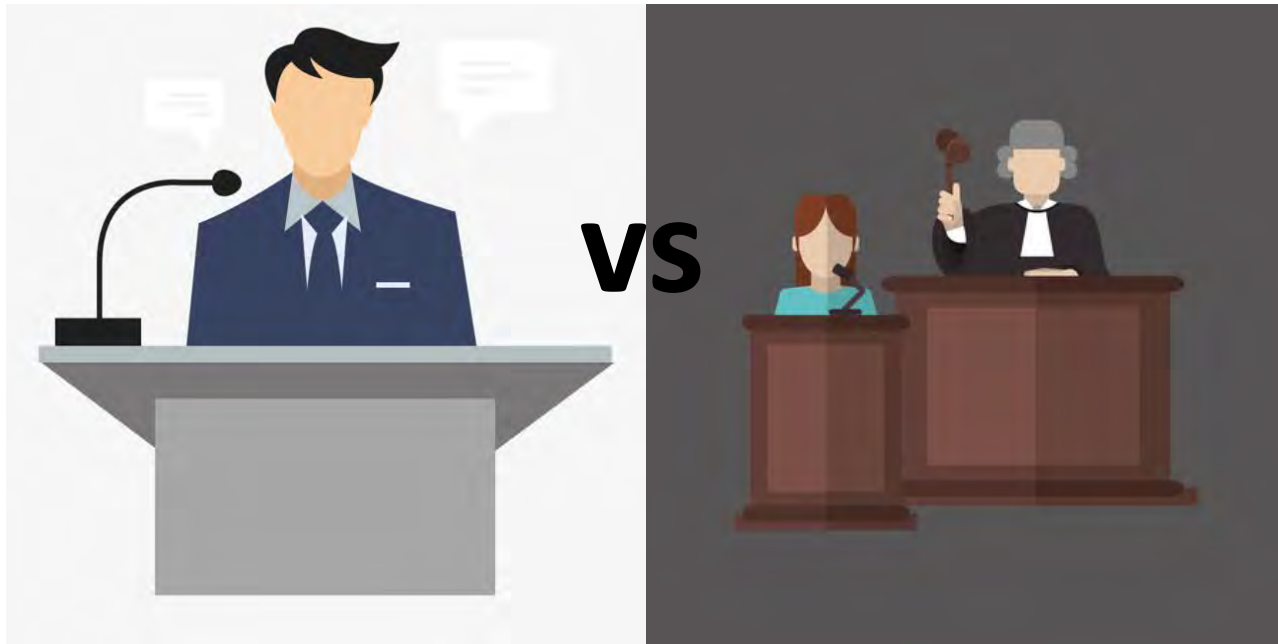
we fall to our level of training

How To Prepare

- Understand who you're talking to
- Develop key messages and illustrative examples
- Get current on data



How To Interview



- You are there to deliver messages, not answer questions
- Use bridging and flagging
- Message first, explanation second

Steering The Story

- Find out what he/she understands
- Correct any misconceptions
- If they need an alternate opinion, recommend a respected colleague



Bring it Back to ARP

“As a member of the Association of Ringside Physicians, my primary concern is for fighter safety. That’s why this is so concerning.”

“The Association of Ringside Physicians exists to serve, protect and educate all involved in combat sports. Our stance on this issue is...”



Dos...Mostly Don'ts

- Check with your commission
- Get back to reporters promptly
- Smile and be nice
- Repeat messages as appropriate
- Don't guess or speculate
- Don't use jargon
- Don't be afraid of silence
- Don't comment "off the record"
- Don't say "no comment" without explanation



Remember!

Q: Can you explain how this project came about?

A: “Sure. To explain how this came about, I think I need to give you a little background on the Association of Ringside Physicians as well. The [ARP] is a group...whose main goal is to serve, protect and educate all those involved in combat sports.”

—John Neidecker, DO





“They can recover to some degree, but the analogy I give fighters is that your body and muscles are like a sponge. It’s easy to squeeze out a wet sponge, but when water goes back in, it goes at the sponge’s rate. You can’t force water into it.”

—Nicholas Rizzo, MD

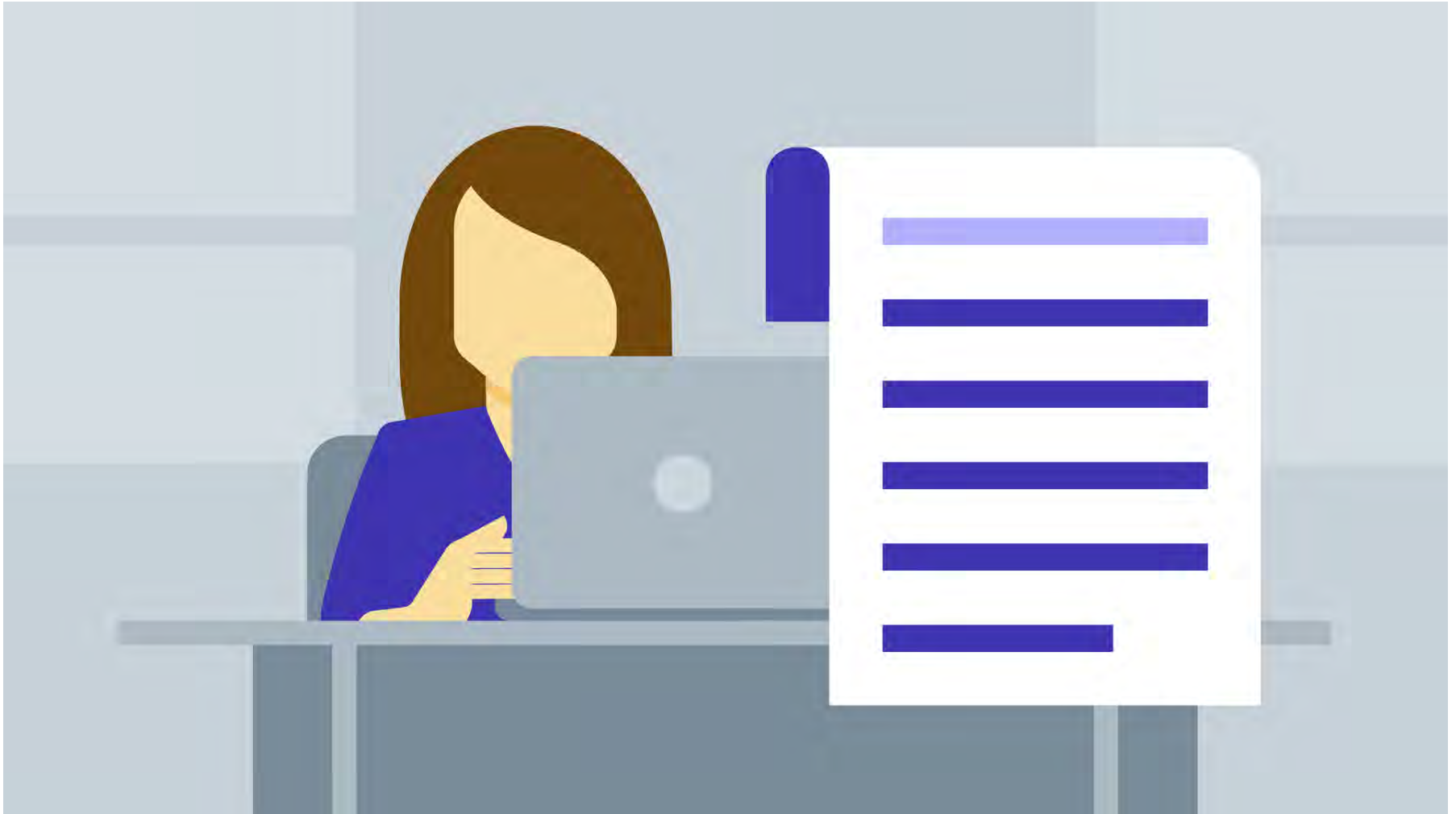


Dr. Michael Schwartz (founder and first president of the Association of Ringside Physicians) says that he's not in a position to comment specifically on Michael Bisping since he didn't examine the fighter or the fighter's medical records. But Schwartz does say...



...“In general, suspensions are based on medical evidence that suggests a minimum amount of time and should be upheld unless there’s overwhelming compelling evidence that the initial suspension was inappropriate. Also, it’s important to consider whether a medical examination cited in support of lifting a suspension was conducted by a truly neutral party or a doctor sought out on behalf of the suspended fighter.”

Your Turn



THANK YOU

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