

Media Training

Winning The Media Battle



ideosphere

What's **YOUR** game plan?

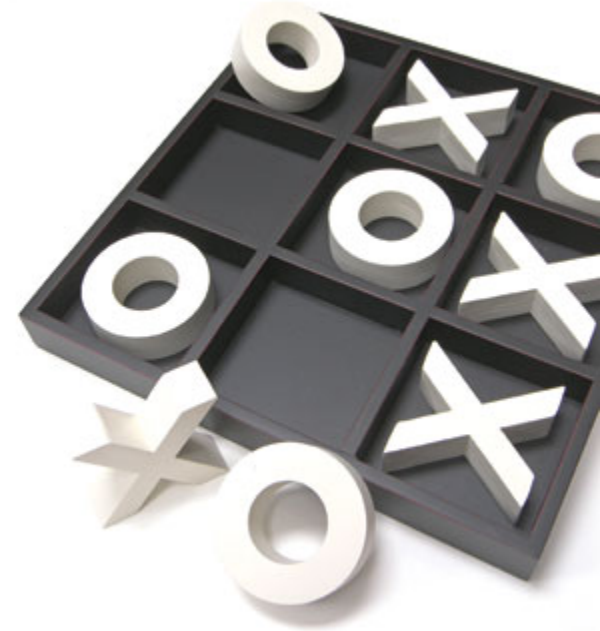


Join the
winning team!

Before we form our
strategy,
let's understand
the players
and
battlefield

ideosphere

- Media Interactions are similar to sporting events; there are rules, time limits, penalties, and rewards for winning!
- To win, you need to come with your strategy as the media is a seasoned player
- To score and win, you need to control your message and disseminate information in line with your communication objectives



What Makes News

The Battlefield

- Timing
- Significance
- Proximity
- Prominence
- Human Interest



Things To Remember

- Journalists' wants are generally simple, **to produce an interesting story, meet their deadline and go home**
- The journalist's job is to write '**about you**' and not '**for you**'
- The "news" you may offer may be interesting to you, but *not necessarily* to a dispassionate journalist
- Don't leap at every story opportunity: **Quality** will benefit your company more than **quantity**
- Headlines and placement: Only a few journalists of outstanding reputation can actually dictate
- Most journalists cannot guarantee: that a story once written, will **actually appear in print**

The Media

Understanding the Messenger

- There are only people
- Face Work Pressures & Deadlines
- Goal to Deliver Good News
- Staff & Technology Constraints
- Score through By-lines!



The Media

Journalists Rights & Duties

Rights

- To Ask Questions
- To Collect News
- To Give Comments
- To Criticize
- To Inquire

Duties

- To inform the public
- To report the truth
- To offer a balanced and fair view
- To listen to the arguments of both sides

The Media

Your Rights & Duties

Rights

- To know the agenda prior to any meeting
- To establish context
- To affirm and restate your message
- To respond to accusations
- To correct factual errors
- To rephrase vague questions

Duties

- To provide factually correct information
- To speak the truth
- To substantiate your claims
- To speak on your subject only
- To respect time & deadlines

The Media

Types of Journalists

Lightning Bolt

- Shoots multiple questions
 - on the subject & sometimes totally unrelated!
- Curious, probes, anticipates, analyses
 - about you, your subject, your company, your industry
- Self-starter
 - does not wait for you to do the honors
- Don't fuel fire by losing control. Instead, politely say, 'I will be happy to answer that, but, first I need to finish saying...'

Bullet-Train

- Cross questioner
 - rarely lets you finish answering
- Aggressive
 - seeks to provoke
- Cynical
 - works towards putting you on the defensive

Hypothetical

- Asks hypothetical questions
 - What if this was to happen...?
- Looking for you to slip up – disclose information
- Don't disclose information instead
 - You should answer, 'I am not keen on answering hypothetical questions...'

The Media

Types of Journalists

Hush Puppy

- You might finish saying what you want to say, and the interviewer remains silent
- The Silencer wants you to fill the void
- Instead of getting rattled and blurting out something you could regret, simply smile and say, 'what else would you like to know?'

One-Track

- The journalist who doesn't understand something and that is why he keeps going over the same ground
- His goal is to get you to say something that is inconsistent so he can pounce on it later

Mischievous Parrot

- Re-iterates statements to confirm what you have said
 - Likely to cast doubts on what you said
 - You are saying... | You mean..
- Will intentionally incorrectly restate your answer just to heighten the drama of an interview
- Will probe and urge you to share more information
 - Tries to drive his/her 'hypothesis'
- Likely to give you an uncomfortable feeling

The Media

Types of Journalists

Judgmental

- Labels you at the onset
 - Very well researched
- Comes across as opinionated
 - argumentative, domineering
 - dislodge you from your views & makes you feel foolish!
- Fixed mindset
 - will carry your views as a favor .. thinks you are a fool

Angel

- Some journalists are overly friendly in order to get you to drop your guard
- You might find yourself saying too much and the journalist could surprise you by asking a highly personal question in a blunt manner

Message Strategy

Significance

- The interview is a forum to articulate ideas, advocate issues, debate opponents, and persuade key players
- To seize the moment, you must develop a message strategy before the interview



Message Strategy

Formation

- NOT a set of talking points or a slogan!
- Combines slogans, sound bites, mission statements, factual data, research, organization policy, operating procedures, etc. and **the articulation of values, beliefs and vision.**
- Successful message strategies are organized around a theme.

Message Strategy

Staying on a Message

- End answers on message to drive next question in your desired direction
- Bridge to message:
Answer question, then
Transfer to
Message
(“What I can tell you is...”)

Media Interviews

Preparation

- What is the type of media?
- What is the topic?
- What is the reporter's angle?
- Who is the reporter & what is their style?
- What is the nature of the story?
- What is the deadline?
- How long will it take?
- Will it be live, live-on-tape, or edited?
- When and where will it take place?
- Who else is the reporter talking to?
- When will the story air or be published?
- Read the newspaper the day of the interview
- Follow up with the reporter after interview (thank you note, suggest future story ideas)

Media Interviews

During the Interview

- Give the interview undivided attention
- Set the ground rules at the beginning
- Lead with the most important messages
- Keep calm, cool, and collected
- Don't respond to third-hand or unseen info
- Bridge to message
- Say "I don't know, but let me find out and I'll get back to you" rather than winging it
- Never give personal opinions (speak to issue, message and goals)
- Do not respond to hypotheticals, stick to facts
- Keep it short and simple
- Try to phrase things in the positive
- Don't try to be clever or glib
- Be gracious
- Don't forget your audience

Media Interviews

After the Interview

- It's not over until the reporter has left the building (or until you have)
- Review the interview and analyze what worked and what didn't
- Send a word of thanks if the reporter did a good job, and suggest future story ideas

Others

Posture for a Media Interview

- Sitting: Runner position, crossed at knee, or ankles crossed under chair.
- Standing: One foot in front of the other, weight on back foot
- Hands: for TV, keep hands in the “box” (below chin, between shoulders, above lower chest)

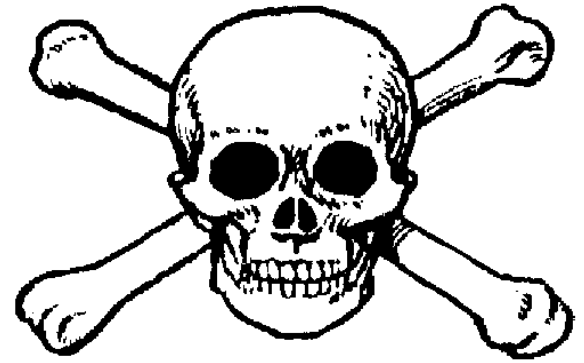
Others

Facial Expression & Focus

- Smile! A slight smile will make you appear more engaging and sincere. Don't smile if you are talking about a horrendous tragedy.
- Where do I look? Look at the reporter, not at the camera (unless a satellite feed)
- Steady eye contact: Look interviewer in the eye, don't look around (makes you look shifty or dishonest)

Fatal Flaws

Media Traps



- Off the record: no such thing.
- “No Comment”: makes it look like you have something to hide.
- Off the cuff: you’re risking an outrageous verbal faux pas
- Missing a deadline: the news cycle moves quickly; help the journalist meet deadlines
- Untruths: Don’t lie, the truth will get out; and don’t withhold bad information, it will turn into a damaging, negative story.
- Don’t pick a fight: reporters are neither friends nor enemies; they are professional colleagues.

Thank
You