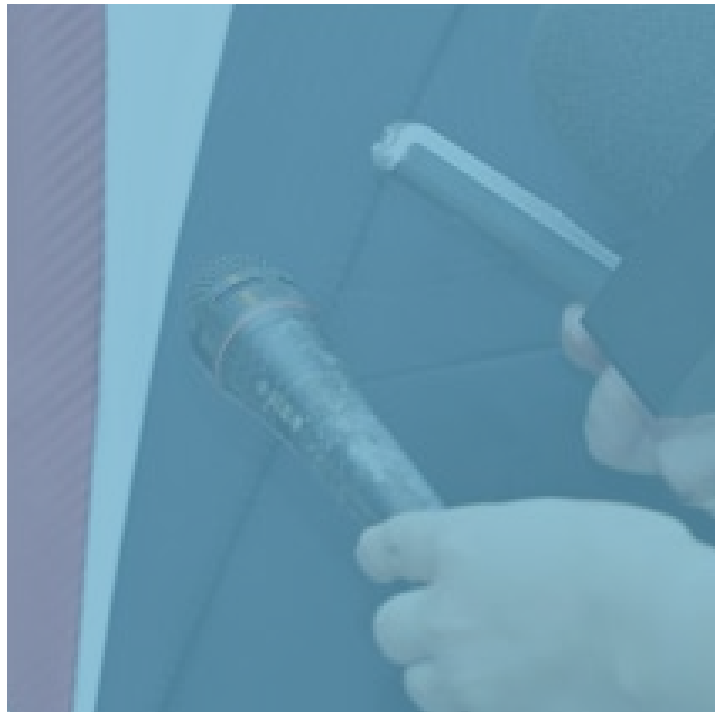


MEDIA TRAINING

NOVEMBER 2019



The
HeraldGroup



SECURING THE INTERVIEW

- > Build relationships with reporters/producers/bookers
 - > Networking is crucial to developing good relationships with press
 - > Develop relationship to point that you are a credible/reliable/valuable source
- > Create “Hooks” for your content
 - > New data
 - > Conflict (your organization vs. competitors)
 - > Newsy/relevant stories
 - > Powerful grassroots story

HOW TO PREPARE



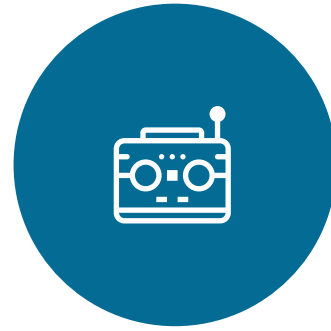
- > Research the interviewer
 - > To learn their style of interviewing
 - > To make yourself familiar with their previous work
- > Select your talking points and topline points (2-3 main points)
- > Know your messages and your 'hook'
- > Expect the unexpected

KNOW YOUR AUDIENCE



- > Who are you trying to reach?
- > What are the main demographics the publication/outlet/show reaches?
- > Do the two match-up?

TYPES OF INTERVIEWS



Radio

- Phone
- In studio



Television

- Remote location
- In studio
- Skype



Print

- Phone
- In person

RADIO TIPS

- > **Sit up straight**, good posture = good interview (some people even prefer to stand up)
- > **Try to do the interview from a landline** if possible
- > **NO MULTITASKING**
- > **Utilize inflection points**



TELEVISION TIPS

- > Look straight into the camera
- > Turn off all monitors
- > Make sure you can hear the program in your IFB (ear piece)
- > Don't cross your legs
- > Be conversational and concise
- > No fidgeting
- > Use only natural hand gestures
- > **BE CONFIDENT**
- > **SMILE**



WHAT NOT TO DO

BP goes on PR offensive (NBC Nightly News)

PRINT TIPS



- > Remember: Everything is considered on the record unless you say it's off the record (truly, there is no such thing as "off the record")
- > **ALWAYS ASK IF YOU'RE BEING RECORDED**

ON THE RECORD

- > Statement that can be released, reported, documented and attributed

OFF THE RECORD

- > Statement said in aside and is not meant to be a part of the recorded interview: not intended for disclosure
- > If the reporter/interviewer asks if there's anything you'd like to add at the end of the interview, the answer is always YES (first question, last question)
- > If you don't want the public to hear it, then don't say it!
- > **PRO TIP:** Don't fill silence. If there's a pregnant pause, remain quiet until the next question is asked. This is where many get caught saying something they didn't intend to say.

TYPES OF REPORTERS

THE DAGGER

- Leads with the worst possible question
- Uses negative language in question



THE PROGNOSTICATOR

- Tries to force you to comment on the future or what may be
- Wants to trap you in the hypothetical



THE SHOT-GUNNER

- Rapid firing of questions
- Asks the same question repeatedly
- Jumps from subject to subject



THE DISARMER

- Reinforces your position in questioning
- Acts sympathetic to your point of view



THE PARAPHRASER

- Restates your position with inaccuracies
- Tries to trap you into agreeing



MESSAGE DELIVERY



METHOD

- > Script
- > Teleprompter
- > Notes
- > Memory

HOW TO

- > Use repetition of your theme and key points
- > Look for opportunities to bridge your main points
- > Think in sound bites
- > The more you say, the more you stray: keep it short
- > REPEAT, REPEAT, REPEAT

MESSAGE



STORIES

SOUND BITES

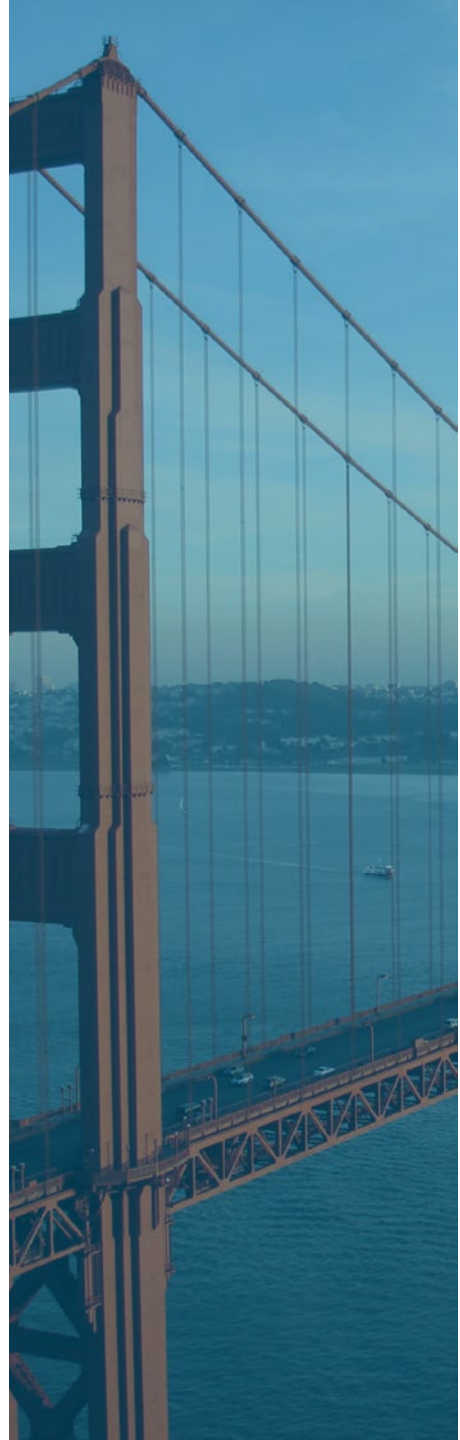
STATS

REPETITION IS NOT REPEATING



BRIDGE

WORDS & PHRASES



- > Use bridges to take you back to your main points:
 - In addition
 - Which brings me back to
 - However
 - Well, what I'm hearing from our members is...
 - What I am hearing in the states is...

POWERFUL WORDS



- > Imagine
- > Economic freedom
- > Innovation
- > A plan of action
- > Measurable success
- > Protecting hardworking taxpayers

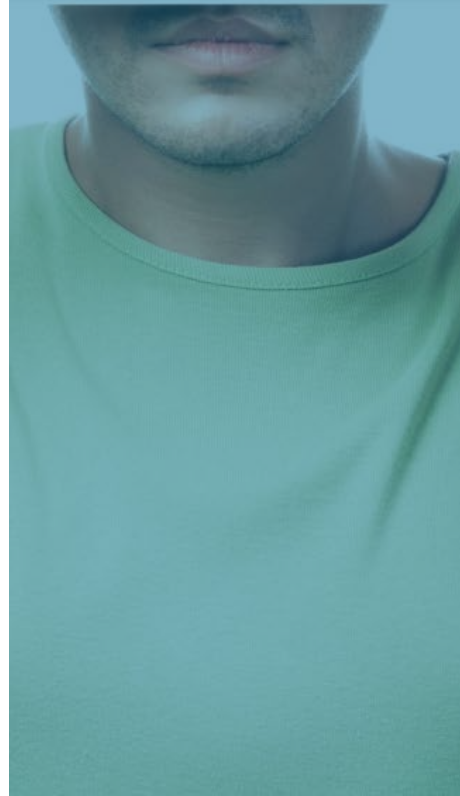
KEY MESSAGES



- > Keep it pithy and memorable – “catchy”
- > Think in broad themes
- > Avoid professional jargon
- > For the most part avoid buzzwords BUT if you do use them, they should be new, in other words you’re the first to use it. It should be witty or clever (think puns or word play).

NEVER
SAY or DO

NO



- > “No comment”
- > Don’t wing it – always prepare
- > Try not to nod – may be seen as agreement or disagreement
- > Don’t address hypothetical questions



TIPS & ADVICE

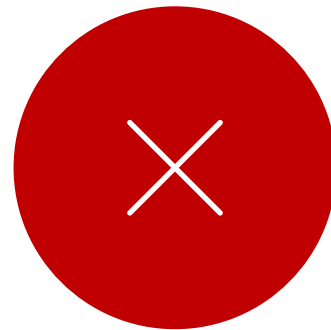
- > Be confident
- > A majority of reporters are cordial people who are not out to harm you
- > Stick to your three main messages because that single misstep could end up being the lead of the news story
- > By having short, tight answers you will highlight your main point
- > The interviewer knows less about the subject than YOU
- > Most interviewers will let you work in a plug

INTERVIEWEE RIGHTS



YOU HAVE THE RIGHT TO

- Know the topic
- Know the format
- Have sufficient time to answer
- Correct misstatements
- Use notes/record interview



YOU DO NOT HAVE THE RIGHT TO

- Know the questions in advance
- See the story in advance
- Change your quotes once given
- Edit the story

BUILD A BRAND & FIND YOUR VOICE



- > Figure out what you want your brand to be: personal, professional or a hybrid
- > Create a niche for yourself that sets you apart
- > Be selective in the interviews you accept (especially if they don't help your brand or further your position)
- > Solidify yourself as an expert on the topic
- > Social media presence

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