



SIMON
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THE TOP TIPS

MEDIA PERFORMANCE

May 2025

ABOUT SIMON

Simon has 25 years of experience as a journalist and senior communications professional. He specialises in internal and external communications, media relations, issues and crisis communications, litigation support, stakeholder relations and media and public performance training.

Prior to co-founding strategic consultancy Counsel Communications Simon was a Director with Kreab Australia where he provided communications services to LandCorp, Yara Pilbara, Executive Risk Solutions, Gold Fields and the Disability Services Commission.

Simon is an experienced media advisor having fulfilled the role of Media Specialist with Western Power and within the WA State Government as a Senior Media Advisor

to the Minister for Employment Protection, Housing and Works, Indigenous Affairs, Heritage and Land Information. He was seconded to the Premier of Western Australia, the Hon. Alan Carpenter's office during the 2008 election campaign to plan and facilitate media events.

During his journalism career, Simon worked for GWN (Seven Regional) as the News Director based in Bunbury and Nine Network as a senior reporter and executive producer for state and national news and current affairs programmes.

Simon served as a founding Director on the Board of women's charity Dress for Success Perth and the Beaufort Street Network Executive Committee.



REMEMBER...

- News has changed it's now a case of speed over accuracy.
- Social & Digital Media are setting the news agenda.
- Pictures are everything for TV News to entice their audiences.
- Respond to questions in “grabs” 8 – 12 seconds.
- Radio news needs fresh insights, new voices and for you and paint a picture.
- Newspaper reporter need fresh angles for the story and greater detail for articles.
- Audiences are not the same across all media outlets.



Topical
Relevant
Unusual
Tension
Human Interest

What
makes a
good
news
story?

Should I do the interview?

Ask the journalist these questions to understand the story they want to do and for you to determine if there's an agenda. It will inform if you agree to the interview and what you will say.

- 1 What questions do you want to ask?
- 2 Who else have you spoken to about this?
- 3 Why do you want to do the story?

KEY MESSAGES

- Prepare four or five key messages as responses to the questions.
- Write them as talking points, no more than 30 words in length.
- Deliver your message in 8 – 12 seconds, give them grabs not gibberish.
- Rehearse saying your key messages out loud without needing to read them.
- Always come back to your key messages during the interview.

1

Everything you do and say near the media is **on the record**.

2

An interview is not a conversation it is an **exchange of agendas**.

3

Speak clearly and deliberately, **stay low and slow**.

4

You do not have to answer the question just **stick to the strategy**.

How to
stay on
message

BRIDGING STATEMENTS

“What’s important is...

“Before we continue, let me emphasise...

“I think it would be more accurate to say...

“We need to stay on the topic and that is ...

“That’s a question for XXXXX, what I can say is ...

“Let me be clear, the fact is...

TOP INTERVIEW TIPS

1. Listen carefully to the questions.
2. Don't speculate or engage in speculation or hypothetical.
3. Never say, 'no comment' that's reserved for the accused.
4. Avoid repeating a negative question or provocative phrase.
5. Correct any misinformation immediately.

INTERVIEW HYGIENE

- ✓ Turn off your mobile phone.
- ✓ Check your appearance.
- ✓ Introduce yourself to reporters.
- ✓ Take instruction from the camera operator where to stand/sit.
- ✓ Look at the reporter if they are close to the camera or pick an eye line just off camera.
- ✓ Treat all cameras and sound recording devices as ON before, during and after the interview.

THE INTERVIEW

ONE TWO THREE

1

Take control of the interview:
Make a short statement before
taking questions.

2

Stay on message:
Use your key messages in response
to the questions,

3

Be authentic:
Don't bluff, speculate or lie.

TOAST THE HOST

HOW TO ENTERTAIN AT HOME

WITH

Simon James Bailey



NOW STREAMING
SBS ON DEMAND

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