

Communication Division

MEDIA TRAINING



Agenda

- Meet the media
- Interview basics
- Do's & Don'ts
- A-M-P



Meet the Media – Traditional Media



Meet the Media – New Media



Television



- Video is the story
- Sound bites
- 30 seconds to 2 minutes
- Usually same-day deadlines
- Typically not well versed on subject
- Fewer resources

Radio



- Sound bites
- 30 seconds to 2 minutes
- Usually same-day deadlines
- Typically not well versed on subject

Print

- Long format – in depth stories
- Traditionally last to report
- Deadlines are changing with online
- Fewer writers and editors



Social Media

- The NEW first to report (Twitter)
- Speed over detail
- Visuals increase reach
- Very few checks and balances
- Immediate responses
- Social engagement



Live Interviews

- 2-3 minute interviews
- Usually in studio with anchors
- Very little knowledge of topic
- More control
- Little room for mistakes



Could this happen?



Interview Basics

- Put your most important message up front, and then repeat it at the end
- Be concise
- Talk to the interviewer, not the camera
- Don't overlap the reporter's questions
- Hold your "interview attitude" until camera and mic are off
- Body language matters



What do I do with my hands?



Interview Don'ts

- DON'T over answer. When satisfied with reply, stop.
- DON'T be afraid to pause.
- DON'T allow yourself to be provoked. Keep cool.
- DON'T “fake” an answer if you don't know it.
- DON'T assume the reporter knows more about your area than you do.
- DON'T assume the mic, camera or tape recorder are ever off.
- DON'T lie to a reporter. EVER.



Interview Don'ts

- Don't say anything you don't want broadcasted or reported.
- Don't talk too fast.
- Don't respond to hypothetical questions.
- Don't say "no comment."
- Don't repeat the NEGATIVE.
 - "I wouldn't characterize it that way..."
 - "That's a common misconception. Let me explain ..."
 - "Actually ..."



Interview Do's



- DO “flag” key points with phrases like, “The most important thing is ...” or “I think the bottom line is...”
- DO speak in understandable terms. Avoid jargon.
- DO use illustrations and anecdotes to “humanize” and explain your topic.
- DO be sensitive to reporters’ deadlines.
- DO be engaging, likable, enthusiastic.
- DO be yourself.
- DO delegate questions outside your area of expertise.

Golden Rule

If you make a journalist's assignment easier, he or she will reciprocate positively





Anticipate potential questions

Message develop **3** key messages

Prepare practice, practice, practice

Headlines

Message:

“Utah is READY,
WILLING and ABLE
to host another
winter Olympics!”



Developing Key Messages



- What are the barriers and benefits of your issue?
- What change in attitude do you want to motivate?
- What change in behavior (day-to-day actions) are you trying to achieve?