

MEDIA TRAINING

April 29, 2016

MEAM



DK COMMUNICATIONS



It 's all About Control

- **Control:**
 - Your demeanor
 - Your presentation
 - Your language
 - Your message
 - The interview



What a Reporter Wants

- A scoop
- The lead story
- A chance to move a story forward
- Changing demands- media environment-
mean there's a need for speed
- Make the reporter's job easy
- Provide a visual

TALKING TO THE MEDIA

TEN CORE TIPS



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Talking To The Media: Top 10

□ **Number 10**

- Look Good
 - Image is EVERYTHING; perception is reality
- Remember the three P' s
 - Posture
 - Poise
 - Professionalism
- Be responsive and polite



Talking To The Media: Top 10

□ Number 9

- Listen, Pause, Respond
 - Make sure you hear the **WHOLE** question, don't interrupt.
 - If necessary, repeat the question, reword it, or have the reporter rephrase it.
 - Be open to intangibles; take in your body language, hear tone of voice, **PAUSE** to collect your thoughts, **RESPOND** to the question with your message.

REMEMBER:

*Answering a question and **RESPONDING** to a question are **NOT** the same thing.*



Talking To The Media: Top 10

□ **Number 8**

- Lock and Load
 - LOCK into eye contact with the questioner
 - LOAD the answer
 - LOOK AWAY and spray the room with your response
 - LAND your eyes on the next reported



Talking To The Media: Top 10

□ **Number 7**

- **Be Brief , Be Bold**
 - The media deals in **SOUND BITES**
 - Give the bottom line up front; amplify later
 - Know what **HEADLINE** you want to see in the morning paper



Talking To The Media: Top 10

□ **Number 6**

- KIS – Keep it Simple
 - Avoid political or legal jargon
 - Absolutely NO ACRONYMS
 - Explain in simple terms (as you would to a non-expert)
 - The key is to COMMUNICATE



Talking To The Media: Top 10

□ **Number 5**

- Make it Printable
 - Incorporate part of the question into the answer
 - Monosyllables don't make the news
 - Don't repeat negative words, images, or associations.



Talking To The Media: Top 10

□ **Number 4**

- Know the **MESSAGE**
 - Backwards and forwards, inside and out, top to bottom
 - Make it specific: everything is ultimately about how it affects the **PEOPLE**
 - **WHY, WHY, WHY**



Talking To The Media: Top 10

□ **Number 3**

- Get back on Message
 - Branches and Sequels
 - Remember, every question is an opportunity to TELL YOUR STORY



Talking To The Media: Top 10

□ **Number 2**

- Admit Your Gaps
 - Not knowing all the answers is okay.
 - Know what your grasp of knowledge is and do not speculate
 - NEVER LIE



Talking To The Media: Top 10

□ **Number 1**

- **Anticipate and Prepare for ANY Questions**
 - **Be aware of what questions a reporter might ask and know the answers to them.**

REMEMBER:

Have an exit strategy

Baseball Signal

“I have time for one last question”

Final Statement

BASIC DO 'S AND DON 'TS



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Do's and Don'ts of Talking to the Media

Do...

- Respond with headlines, then expand
- Keep answers simple, concise and positive
- Listen to the Entire question and pause before responding
- Seek clarification and correct incorrect assumptions
- Stay calm, courteous, confident and honest

Don't...

- ❑ Be hurried or bullied
- ❑ Speculate or be drawn out of your “lane”
- ❑ Respond to inappropriate hypothetical questions
- ❑ Respond with one word answers
- ❑ Speak “off the record”

DEVELOPING YOUR MESSAGE AND USING DISCIPLINE TO DELIVER IT

Consistently delivering your message lays a foundation for successful communications

Provides a structure for interviews;

Provides a structure for written materials;

Provides a structure for your audiences to hear you, understand you, and ideally – be persuaded by you.



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The Message

Your Message = The central point you wish to convey

- No more than 15 seconds long;

Your Message has:

- Support Categories; provable assertions you can back up with facts;
- Proof points; additional facts that ‘prove’ your assertions.

Your Message:


Keeps you Focused and In Control

We Don't Smell Incineration (WDSI) is Good Neighbor, Environmental and Community Conscientious

Economic Benefits	Environment	Community Partner	
Provides jobs- special consideration to City Residents. Employs 50 people.	State-of-Art fluid bed incineration- self contained	Community advisory group working with WDSI	
Generates \$1M in taxes for City – 25% total City budget	Trucks unload in special enclosed area, washed before leaving	Odor responsiveness- 24 hour hotline- ability to track based on wind and time. Complaints down by 90% in last 5 years.	
Provides host city free sludge disposal	Heat recaptured for energy generation (which is also helping lessen energy costs for nearby school)	WDSI is part of the community- support skating rink, softball teams, organize City cleanup. (we live here, our kids go to school here.. This is our home too)	
	Nothing but steam from stack		

Message Tree-

Message:



REPORTER TRICKS OF THE TRADE

How to Handle the Tough (and tricky question)

- At times, reporters phrase questions that reflect their bias.
- At times questions are deliberately phrased in a way that makes it difficult to answer on message.





Relevance

- When a question has no bearing on your topic or your area of expertise or the stated focus of the interview.



Speculation

- When a question asks you to predict the future or address hypothetical situation.
- (Solution: Don't speculate, unless its positive for you.
Transition to message)

Either / Or

- When a question asks you to choose between two or more options of scenarios.
- (Solution: Don't choose unless it benefits you.
Transition to message)



Absent Party

- When a question attempts to create controversy by getting you to face off against an adversary.
- (Solution: Don't engage. Unproductive, distracts from major points, makes you seem petty. Speak to the issue only. Do not question character of adversary- but can question goals, tactics, policy.)



Loaded set up

- When a question begins with premise that is negative or incorrect.
- (Solution: Correct inaccuracy. Don't repeat allegation. State correction in positive way.)

Rapid Fire

- Issue of pacing rather than content. Rapid fire questions, not waiting for you to finish.
- (Solution: Set your own pace. Answer the question you want.)