



Making the Media Work for You

Media Training LGLA 2019

1



Your Opportunity: What Media Needs

More help

2



What media look for in a story

- Head
- Heart
- Wallet

3

Influencing the News: Your Goals

- **Headline**
- **Picture**
- **Quote**

Why reporters call

- **Information**
- **Confirmation**
- **Reaction**



Negotiate the Interview

- Who's calling?
- Focus of story?
- ***Who else are you talking to?***
- What are the questions?
- Set interview time limits

ASK YOURSELF:

- Am I the right person to interview?
- is this a good opportunity?



Prepare for Every Interview

- Anticipate reporter's questions
- Prepare responses
- Use key messages, examples, facts

7



Succeeding in media interviews

- **Not a conversation**
- Dance you must lead
- Provide facts in advance
- Opening statement
- Respond – don't answer
- Deliver and repeat key messages
- Make a closing summary statement

8



Bridging to Key Messages

- "What I can say is..."
- "The facts are..."

9



Interview Tactics

- Pause
- “No comment” - Never!
- Cannot comment is acceptable if you give a valid reason
- “Off the Record” – Never!
- Don’t Know: “Let me find out for you”

10



Interview Tips

- Never show anger or frustration
- If you stumble, stop & say: “Let me put it this way...”
- If you don’t understand, ask for clarification
- Watch for the “slow pitch” question & hit a homer!

11



Social Media

- Critical tool for controlling the message
- Helps get your message out faster without filter
- Allows you to monitor public reaction in real time



Social Media First Steps

- Make all personal social media private
- Clean up old posts
- Create new social media for elected position

13



Social Media Do's and Don'ts

- **Do**
 - Think before you post
 - Include visuals: video and pictures
 - Link to positive news and your facts/pages
 - Use to monitor reaction
 - Join the conversation - Positive, not confrontational
- **Don't**
 - Get into a fight
 - Post when angry
 - Try to be funny
- **Beware the re-tweet**

14



Summary: Effective Media Relations

- Negotiate every interview
- Make sure you're the right person
- Make sure it is a beneficial opportunity
- Offer appropriate background in advance
- Prepare to your comfort level

15



Summary:

Doing a Media Interview

- Provide fact sheet and news release in advance
- Start with opening statement
- Then **respond** to questions
- Deliver and repeat key messages
- Give reasonable access
- End with a closing statement



Thank You

Should you require additional media training
please contact:

Chris Olsen

Kelowna

(250) 808-4910

chris@peakco.com

Or

Peak Communicators Ltd

(604) 689-5559
