

# Media Training

Presented by  
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## Media Mediums

- Television
  - On camera interview
  - Live studio interview
    - Morning, afternoon
  - Live broadcast
- Newspaper
  - Face-to-face or telephone interview
  - Editorial board meeting
- Radio
  - Telephone interview

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## [ We Contact Them ]

- Contact the media
  - Press release
  - Personal email/phone call
- Hold a press conference

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## [ Press Release ]

- Check title/date
- Details first
- One page
- Include contact information
- Be available for interview

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# [ They Contact Us ]



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# [ Crafting *Your* message ]

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## [ The Message ]

- Must be consistent
- Must be current/topical
  - Event
  - Issue or concern
  - Program or project
- Can be supported by facts
  - Documentation
  - Statistics
  - Talking points

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## [ The Message ]

- Who is the audience?
- What do they need to know?
- How do they benefit?
- How can they become involved?
- What might they object to?

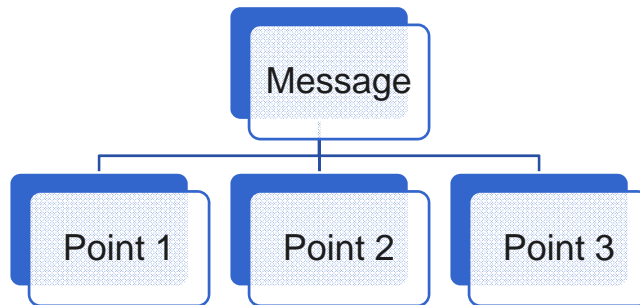
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# [ Talking Points ]

- Most important points of message
- 3 – 4 points to focus message
- Simple points
  - Brief, easy to remember
  - Can be used as sound bites

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# [ Talking Points - Exercise ]



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## Types of Interviews

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## Types of Interviews

- Studio - Live
  - TV (camera)
  - Radio (mic)
- On camera – recorded: TV
- Telephone – recorded: newspaper, radio
- Others: press conference, panel, editorial board

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## [ Studio Interviews ]

- Contact 2 - 4 weeks in advance
- Make request
  - Provide documents: press release, promotional flyer
- Provide your contact number for day-of
- Advance notice of props (recommended)

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## [ Studio Interview ]

- Arrive 30 minutes early
- Attire
  - No white/green shirts
  - No detailed ties or tops
  - No shiny material
  - Easy to attach mic
- Sit on edge of seat



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## [ On Camera Interviews ]

- Do not back away from microphone
  - Stand with one foot slightly forward
  - Lean in
- Maintain eye contact with reporter, **NOT CAMERA**
- Smile
- Hands out of pockets

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## [ Telephone Interviews ]

- Recorded
- Have talking points handy
- Do not use speakerphone
- Stand up
- Ignore computer

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# [ Press Conference ]

- Notify media 1 week in advance
  - Release should not have too much info
- Select date/time/location carefully
- Have prominent speaker(s)
- Use props if possible
- Remind media day-of
- Distribute press kits w/background info
- Allow questions

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# [ Press Conference ]

- Identify a point person
  - Introductions
  - Welcome
  - Explain format/itinerary
    - Order of speakers
    - Q/A?
  - Closing
- Subject Matter Experts
- Questions
  - Two more questions

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## [ Panel Interviews ]

- Speak up
- Listen attentively to other panelists
- Assume camera is always on *you*

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## [ Before the Interview ]

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## [ First Impression ]

**Message 7%**

**Voice Tone 38%**

**Body Language 55%**

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## [ Voice Tone (38%) ]

- Avoid monotone delivery
  - Vary volume & speed
- Use pauses to:
  - THINK
  - Emphasize an important point
  - Slow down the interview
- Slowly deliver talking points

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# [ Body Language (55%) ]

- **GOOD**
  - **Confident:** Lean into microphone
  - **Comfortable:** Plant one foot in front of other
- **BAD**
  - **Intimidated:** Shy away from mic
  - **Nervous:** Sway
  - **Aggressive/defensive:** Arms crossed

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# [ The Interview ]

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## [ What **TO** Do ]

- The interview!
- Offer an anecdote
- Use only 1 statistic
- Deliver sound bites
  - 7 – 10 seconds
  - Talking points

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## [ What **TO** Do ]

- Stick to talking points
  - Stay in familiar territory
  - Include talking point with each response
- Bring interview back to talking points
  - “The basic issue is...”
  - “I do want to mention...”
  - “It is important to remember...”
- Have a final remark
  - Reiterate talking point or thank sponsors

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## [ Do NOT ]

- Miss an opportunity
- Be too technical, use jargon
- Speculate, hypothesize, lie
- Be aggressive, defensive, or *offensive*
- Use always & never

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## [ When They Come Calling ]

### Surprise! In Person

- Buy time – send them away
  - “Unfortunately now is not a good time...”
  - “I was just getting ready for a meeting...”
  - “Are you available later today?”
- Craft message
- Do interview – if you don’t, someone else will

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## [ When They Come Calling ]

- Do not take cold call
  - Ask:
    - Who is calling?
    - Specifically, what information are they seeking?
    - When is the deadline?
  - Get contact info
  - Craft message and call back
- Use FOIA as last resort

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## [ “No Comment” ]

- Always try to respond
- Alternatives to not answering:
  - “It would be inappropriate for me to comment because...”
    - It is too early to determine”
    - It is still under investigation”
    - I am not an expert in that field”
    - I do not have all the facts at this time”

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## [ Look on the Bright Side... ]

- **Do** respond positively when it's negative

**Reporter:** One of the County's initiatives is economic development, yet you're laying off employees to balance the budget. How can you promote job growth when you're eliminating jobs?

**You:** We believe bringing new business and more jobs to our community will boost the economy and open the door for more opportunity for all our residents. By remaining fiscally responsible and operating within a balanced budget, we better serve the community as a whole.

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## [ Not the Blight Side ]

- **Do not** reinforce the negative

**Reporter:** One of the County's initiatives is economic development, yet you're laying off employees to balance the budget. How can you promote job growth when you're eliminating jobs?

**You:** We are eliminating positions in some departments so that we can put more resources toward economic development and better align our staffing needs with our goal to grow the county.

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## [ Be Careful ]

- **NOTHING** is off the record
- Expect to be quoted
- Don't answer unless asked
- Don't answer *more* than asked
- Make sure mic is off

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## [ To Err is Human ]

- If **you** make a mistake
  - Correct it during or after interview
- If **they** make a mistake
  - Notify the reporter
  - Notify the producer or editor
  - Even after it's aired or in print

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# [ The End ]

- Find out when interview will air
- Provide supporting documents
- Offer your knowledge in the future
- Watch/read for misinformation
- Send a Thank You

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# [ Questions? ]

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