GWEBINAR:
MEDIA TRAINING 101-FORMULA FOR SUCCESS
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REPORTERS + MEDIA
PUBLICATION GOALS

- Make Money
- Educate
- Inform
- Entertain
REPORTERS

• Power of the Pen
  • Influence Public Opinion
• SEO
• $$$
• Live Forever Online
CONSTRUCTION

- Lead
- Key News Questions
- Body of the Story
- Closing
PRINT VS. TV

- Print
  - Relaxed Conversation
  - More Detail
  - Context & Case Building
- Television
  - Rapid Pace
  - Sound Bites
  - Key Points Only - No Context
TAKE CONTROL

• Conversation vs. Interrogation
• Ask Questions
• Control Topics
• Stick to Message
MOTIVATION

- Us
- Numbers
- Data
- Facts
- Reports
- Them
- Conflict
- Confrontation
- Adversity
- Triumph
KNOW YOUR INTERVIEWER

- Understand the Outlet
- Learn about Reporter
  - who they write for
  - what they write about
  - what’s the angle
  - find clues/ask directly
- Reporters vs. Friends
CORE MESSAGES

• Three to Four Messages
• Repetition
• Paraphrasing
• Answer Questions You Want
• Remember Who Knows More
INTERVIEW PREP

- Read Core Messages
- Read Q & A
- Practice Interview
- Watch Tape
- Repeat and Refine
GROUND RULES

- Always Set Terms Before Interview
- The Record
  - assume you’re on
- The Impression
YOU DEFINE THE DIRECTION

- Questions are Opportunities
- Define Topic with Answers
- Drive the Message
- Stay Calm
- Stay Positive
- Eat Dessert First
TOUGH QUESTIONS

- Return to Core Message
- Answer Different Question
- Stay Truthful
- Don’t Exaggerate
- Bridging
• Here are the facts…
• An even tougher question is...
• I have heard that too, but the real focus should be...
• I would describe it differently...
• If I may, let me explore a more important point...
• Let's deal in reality...
• Let's talk about something I'm even more familiar with...
• Another perspective is...
• Opinions can differ, but I believe…
• That's one view, mine is...
• The critical issue is...
• What concerns me even more...
• I understand. For me, the question is…
BEST FOOT FORWARD
PRESENT YOURSELF

- Dress
  - Slightly Over is Best
  - Colors and textures
  - Comfort
- Posture (for TV)
  - Don’t Slouch
  - Legs uncomfortable (lazy legs lazy mouth)
- Lean Slightly Forward
- Fold Hands in Lap
- Look Happy :)
FOLLOW UP

• Thank Reporter for Opportunity
• Provide Feedback After Piece Airs
• Keep Contact Info
• Prepare 3-4 Core Messages
• Eat Dessert First
• Take Control
• Prepare Your Bridging
• Dress the Part
QUESTIONS?
Keep in Touch

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