

Making The Most From Your Media Interview

May 16, 2012



BCIC new ventures
COMPETITION: REGIONAL



Today

- 7:00-7:10** Welcome/Introductions
- 7:10-7:30** Media Insights & Spokesperson Skills
- 7:30-7:50** On-camera Skills Session
 - *On-Camera Session*
 - *Feedback & Analysis, Lessons Learned*
- 7:50-8:00** Wrap Up & Final Comments

Understanding the Media

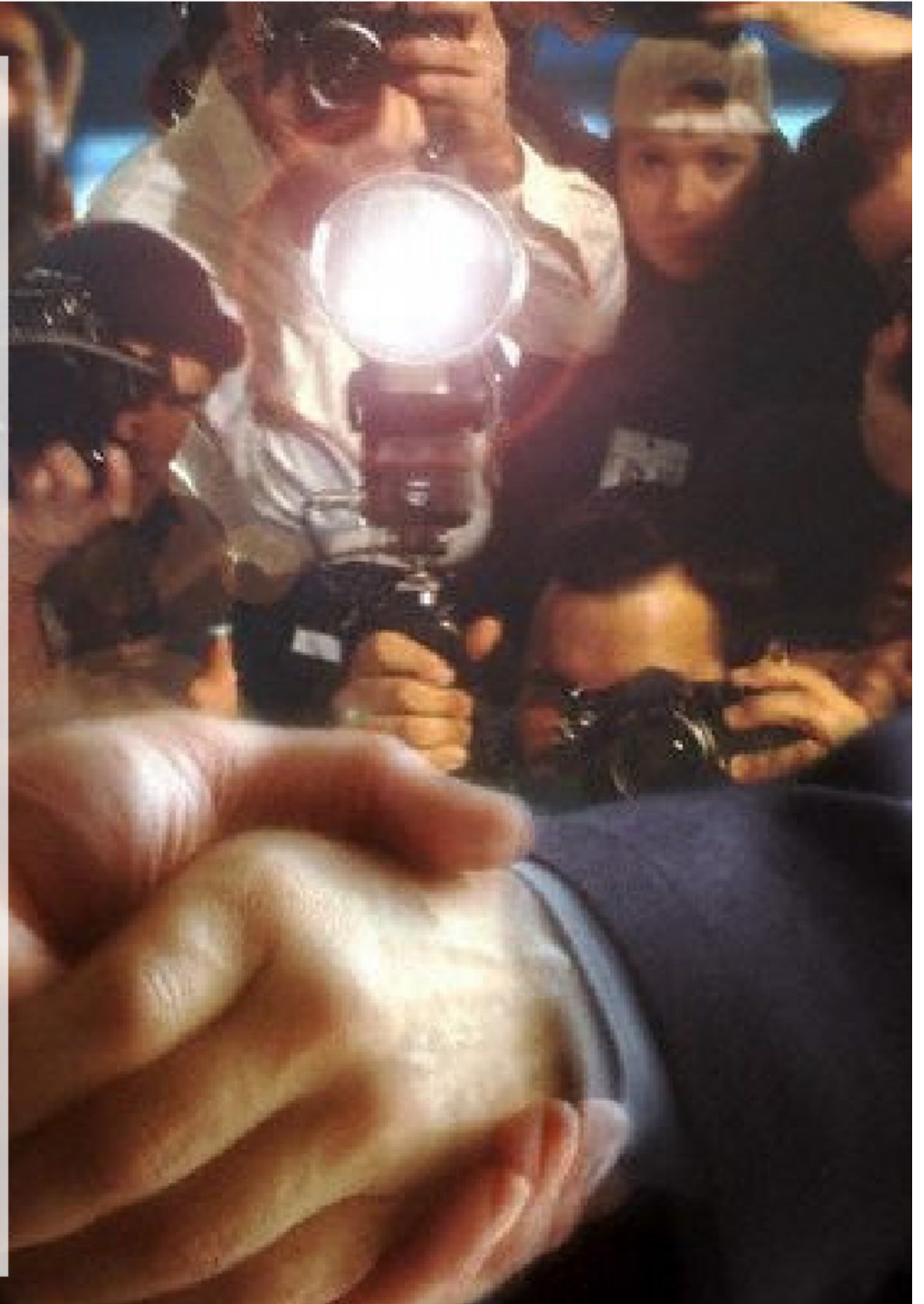
And Building Skills for Managing Interaction

Goals

Deepen knowledge of the media and how it works

Hone techniques of message control in conversations

Message delivery that is confident and consistent with your brand



Have Reservations About Media...

There's Good Reason:

- Business lacks credibility
- NGOs are among the most trusted
- Technical experts/academics are highly credible
- Even if business practices are results of regulations, Government/regulators are not highly credible



You're in good company:

"I fear three newspapers more than a hundred thousand bayonets."

~~~Gandhi~~

~Rebecca

West

*"I believe in equality for everyone, except reporters and photographers."*

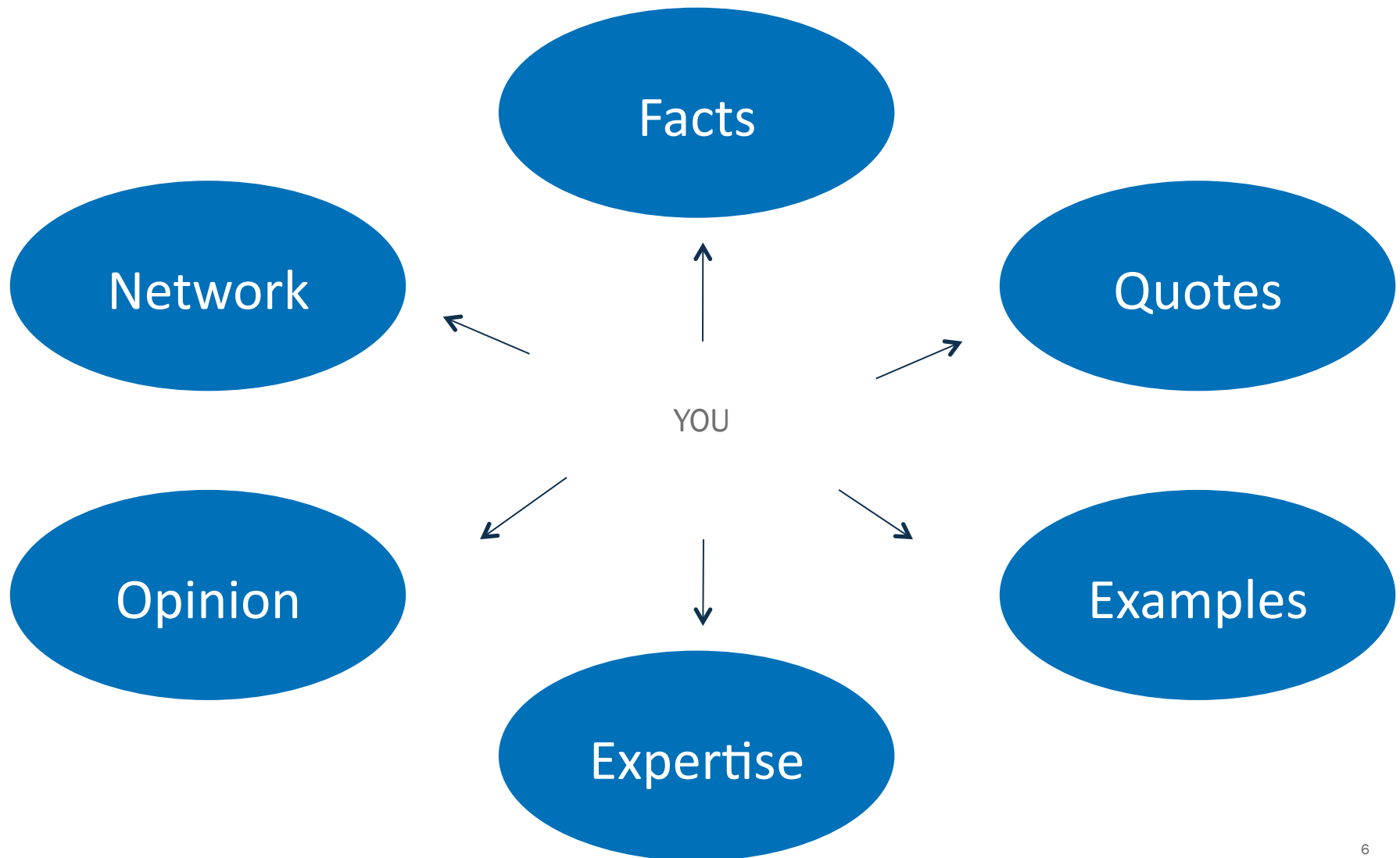
~Gandhi

*\* 2012 Edelman Trust Barometer*  
*"If one morning I walked on top of the water across the Potomac River, the headline that afternoon would read: 'President Can't Swim.' "*

~Lyndon B. Johnson

Edelman

# What you have to offer



# Who are today's media?

A reporter...

- Is a trained observer and listener
- Is a conduit to important audiences and observers
- Generally doesn't choose beat or assignment
- Faces deadlines that are real and inflexible
- Is reporting a story requiring quotes, color, and preferably drama
- Is a judge
- Is paid to be skeptical and challenging
- Is expected to do more with less: produce more stories within the same work week, work longer hours, cover more beats \*
- Is competing with citizen journalists for the story

*\*Feb 2010 Bulldog Reporter and Cision Survey on Media Relations Practices*



# It's Not Personal, It's Just Business

A reporter is doing his/her job.

- They have their agenda; you have yours
- It is not their job to:
  - Make you look good
  - Ask the questions you want asked or are prepared to answer
  - Interpret the information the way you think they should
  - Rewrite a bad quote into a good one

Reporters are also people, and can be expected to behave as such on issues they are passionate about and during times of crisis.

# So why deal with the media?

Editorial content provides an extremely credible method to reach key audiences

It also enables visibility necessary to communicate effectively in a difficult environment

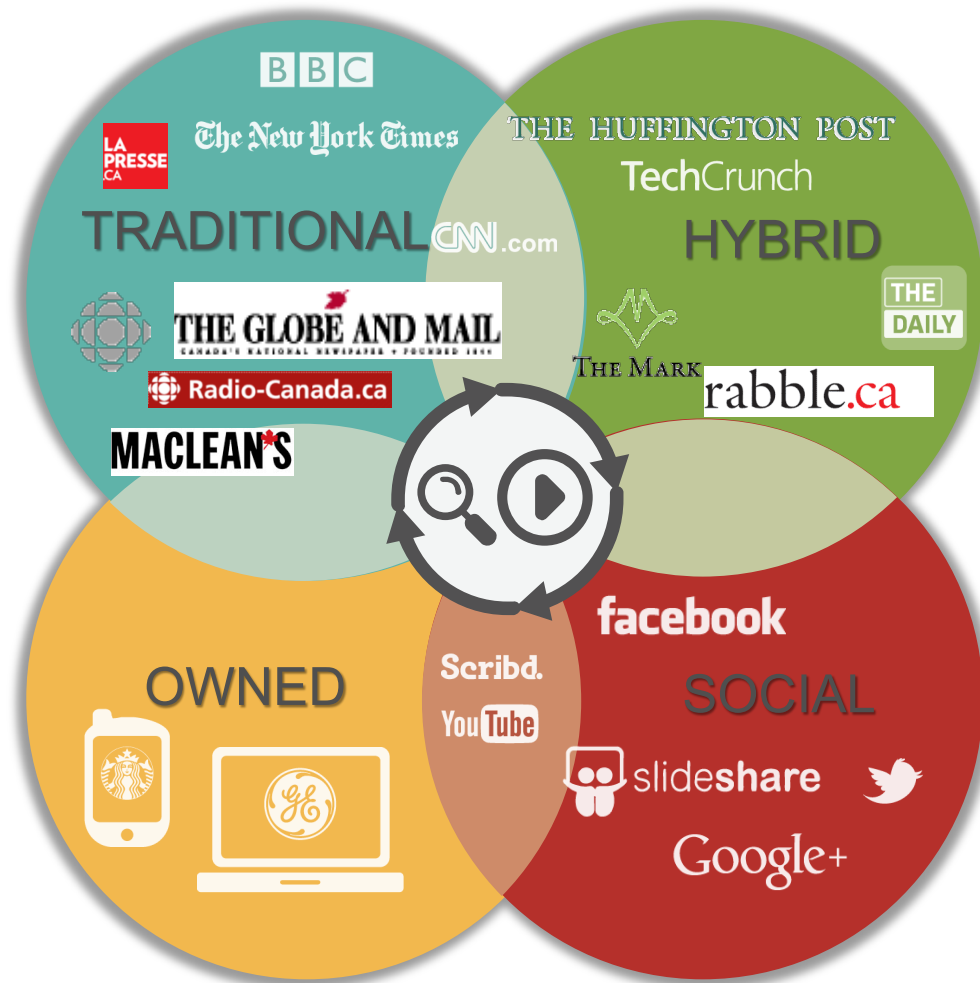
- Influence guests, customers and foster positive stakeholder relationships
- Reach opinion leaders
- Inform decision makers

Because our stakeholders expect us to have something to say about your operations and services, your industry and your business practices

Put company decisions into context (defuse controversy)

Drive preference, enhance company's reputation

# Today's Challenge



# Proven Techniques and Avoiding Pitfalls

# Take and Retain Control

As a spokesperson...

Prepare for an interview

Lead the discussion

Say you don't have the answer

It is your responsibility to:

- Use the first question – and every question thereafter – to deliver an important message and tell your story
- Ensure that you make all of your important points

Key Messages...

Learn your messages, know the facts

Key messages must answer:

- What's your news or opinion in a nutshell?
- What do you want people to know or do?
- Who should care and why?

Have key factual information (know the 5Ws)

Practice delivering your messages (say them out loud, make them your own)

## Your Perspective

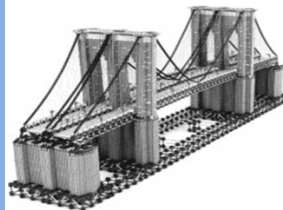
Reporters respond favorably to you and your message

Information is accurately reported

Reporter leaves knowing and understanding more about Toronto Pearson

A rapport is developed

An “on-message” story results



# When We Build a Bridge

## Reporter's Perspective

Quotable quotes

Gets newsworthy information

A significant story results

Information is gathered rapidly and with little trouble

Information was accurate

# Helpful Techniques for Control and Consistency

## **BRIDGE** to your message

- *I don't know about that, but what's important is...*
- *Historically yes, but today...*
- *No, let me explain...*
- *Yes, and furthermore...*
- *Let me put that in perspective...*



# Helpful techniques for control and consistency

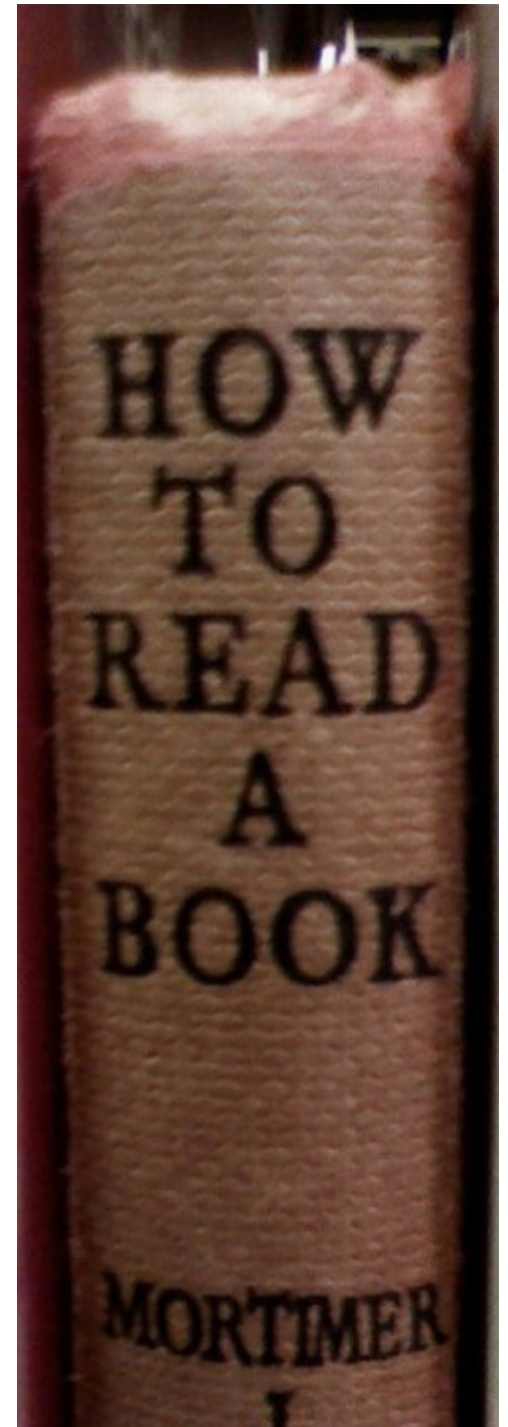
## **FLAG** your key messages

- *Here are the top three reasons why...*
- *This is what it all boils down to...*
- *The key point to remember is...*
- *Let me underscore that...*
- *Let's not lose sight of the fact that...*



**TEASE** the reporter to ask the question you want

- *You may be surprised at what research shows...*
- *As the operator of one of North America's largest airports, we found three particularly interesting things...*
- *Do you know what guests find most important...*
- *The question no one is asking is...*



# Good interviewing is about confidence

- Manage the messages delivered
- Remember...you control part of the interview
- Get your messages in early – and often
- Remember you are an expert
- Keep it brief – less is more
- Anticipate questions
- Correct misconceptions, inconsistencies
- Give more than a yes-or-no answer
- Be honest (and always look earnest)

## The rest is about how you act

Show the appropriate emotion (not enthusiasm)

Be yourself

Stay cool, even if provoked

Assess reporter's subject knowledge and offer background if appropriate

Rephrase questions if you are not sure you understand their approach

Offer the reporter a route (email) to follow up with additional questions

# Interview Practice Session

# Wrap Up & Next Steps

# Summary

Develop your own agenda

Know your messages and the facts

Bridge to your key messages

Prepare and practice out loud

Remember your rights

Be yourself!

# Interview Tips

**DO** bridge away from “what if” questions; deal with “what is”

**DO** make sure you understand the question

**DO** use facts/figures and anecdotes, where helpful

**DO** speak in simple language

**DO** correct misinformation immediately

**DO** try to use your company’s name when appropriate

**DO** be yourself (or a slightly more enthusiastic version)

**DON’T** over-answer or answer questions you weren’t asked

**DON’T** repeat negative language

**DON’T** be intimidated by rapid-fire questioning

**DON’T** rush to fill silence. It’s fine to think about your answer

**DON’T** allow yourself to be provoked. Keep cool

**DON’T** assume the reporter knows more about the topic than you do

**DON’T** assume the microphone or camera is off immediately before or after an interview

**DON’T** say ‘no comment’