Media Training Slides
Introduction, Aims and Objectives

- Confirm **core skills**
- Explore **potential**
- Help you **relax**
- Give constructive **feedback** for improvement
- Work on areas you feel need **attention**
- Lots of **practice**
- Have **fun**
Structure of the day

1. “Doorstep” Interview & discussion
2. Theory 1
3. Practice interview & Feedback
4. Theory 2
5. “Tabletopic”
6. General feedback and lessons learned
Discussion of “doorstep” interview

- How do you feel you performed?
- What experience do you have of interviews?
- What do you like regarding interviews?
- What do you fear or feel nervous about?
- Areas to focus on during the day
Theory 1
Media interviews are an **opportunity**

- Communicate **effectively** and **clearly**
- Get your **message** across
- Be **clear** and **concise**
- Know your **audience**
- Best media performers are **prepared and rehearsed**
- Serious preparation, practice and techniques = captivating performance
During the interview (1)

- Be on your **guard**. You’re never off record
- Remain **upbeat** and energetic
- Not a social interaction. Stay **professional**
- Politely refute wrong information or **misconceptions**
During the interview (2)

- Make it **real**
- Give **conclusions upfront** and then explain
- If unsure, offer to **follow up** with an answer
- If you make a mistake
  - **Recorded/Print** - Stop and start again
  - **Live** – correct as soon as you can
During the interview (3)

- Answer fully. Don’t **ramble**
- Beware the ‘**silent trap**’ of interviewers
- Force a reporter to be **specific**. Reframe question
- You don’t have to respond to everything

**Example**
http://www.youtube.com/watch?v=jYoNuAt4_c
During the interview (4)

Some Don’ts

- Don’t comment on things you’ve **not heard or seen**
- Don’t **speculate** or lie
- Don’t **over** or **underestimate** a reporter’s knowledge
- Don’t show **anger** or **sarcasm**
- Don’t repeat **negative** words or phrases in a question
- Don’t give **personal opinions**
- Don’t **twitch**, rock or fiddle
Distill messages into soundbites or short, quotable sentences (15-20 seconds)
Useful for both print and broadcast
Remember you don’t have editorial control
If all the journalist has on tape are your soundbites this is all they can use

But don’t overdo it!

Example: Ed Miliband, Leader of the Labour Party
http://www.youtube.com/watch?v=wCem9EZb-YA
Darts

- 'Darts' are your **key messages**
- You will **throw** them during your interview
- **Learn** them before any interview
- You can fall back on them and **repeat** them
- Reinforce them with your **supportive proof points**
- If in doubt, throw a ‘dart’
- Interviews are not passive events. USE THEM
Bridging

- Sometimes called the ‘satisfy and steer’ technique
- A smooth **transition** from answer to ‘darts’
- Touch briefly on answer and then bridge to include the key messages
- However, our priority is, but, what we mustn’t forget is...
Flagging

- Before and during the interview
- Before: **flag themes** to the interviewer
- During: use voice inflection, gestures, eye contact, body language phrases “It’s important to remember...” to ensure interviewer audience have clear understanding of priorities
The pyramid

Key points first

Then justify and expand
Objective:
Show that it's hard for single currency to continue without reform

Key message:
What Europe needs is growth and reform

PP: Austerity and reform vr growth or no reform at moment
PP: Reform to Labour, pensions, markets, welfare, role of state
PP: Struggle to adjust to DE economy at time of crisis

Soundbites:
Design flaw of Euro – motivated by politics delivered in economics
Average time of answers: 59 seconds
1. **Objective:** What do you want your audience to take away from interview?

2. **Key message:** Distill the main points you want to make
   - Proof point: Bullet points supporting your key messages
   - Proof point
   - Proof point
   - Key message
   - Proof point
   - Proof point
   - Proof point
   - Key message
   - Proof point
   - Proof point
   - Proof point

3. **Lines-to-take:** Key phrases to build into your answers or defend positions
Feedback

- How do you feel you performed?
- Feedback from the group
Before the interview (1)

- Check the general **news agenda**
- Draw up a comprehensive **Q&A**
- Know your **press release**
- Know your **case**
- **Anticipate** what the journalist is interested in
- Prepare for **tough questions**
- Know the **Who? Where? Format, Audience and Type of interview**
Before the interview (2)

- Talk to the interviewer **ahead** of the interview
- Find out what **questions** will be asked
- Explain areas you **can’t talk** about and why
- If it’s broadcast, think about where you’ll look – into camera or at the interviewer
Your TV appearance

- Be **neat** and presentable
- Turn off your **phone**
- **Compose yourself** ahead of the event
- Sit or stand **upright**
- Make sure you have **water** available
- Good **eye contact** builds trust and confidence
- Use **hands**, but not overly
- Impact = Mehrabian’s Rule 55% how you look, 38% tone and 7% what you say [http://www.youtube.com/watch?v=zWAv](http://www.youtube.com/watch?v=zWAv)
Aggressive reporters tactics

Rare, but sometimes encountered

- **Quick fire** – destabilizing barrage of questions. Answer the one you want to
- **Interrupter** – let them interrupt, then carry on
- **Negative slur** – don’t get angry, but correct them
- **Putting words in your mouth** – “What I actually said is...”
What journalists want

- **Accurate** information
- **Understandable** information (jargon free)
- Examples, facts and **anecdotes** – what will make this real to their audience?
- **Timely** response to their questions
- **Quotable** sound-bites
- An **authoritative** source
You are the expert

- Use **personal** knowledge and experience
- Use language that makes it **live**
- Speak to the **audience** not just the interviewer
- **Remember 50% of people don’t know what 50% means**
Great example of a well-managed interview!

- Delivers key messages
- Flags themes
- Reframes
- *His* interview
Interview Checklist

1. Practice, practice, practice
2. Be confident and relaxed – you are the expert
3. Address answers to your audience
4. Throw your ‘darts’
5. Don’t be rushed into an interview
6. Never make things up or lie
7. Short, positive answers
8. No jargon or acronyms
9. Remain on your guard
10. Don’t speculate or get angry
Table top speech exercise
Thank You!

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