

CAFII Media Awareness and Training Session

Wednesday, March 28, 2018

SETTING EXPECTATIONS

Part One

Different Media, Different Impact

- Trade Media
- Mainstream Media
- Bloggers

Risks and Rewards

- Print Media
- TV News
- Radio News
- Online News

Implementing an Effective Engagement Strategy

- Relationship Development
- Rapid Response
- Source of Ideas
- Being Prepared
- Direct Communication
- Relevance and Timeliness
- Strategic Use of News Releases
- Temper Expectations

A Model Media Strategy

- Low-risk/Low-profile
- Step-by-Step Approach
- Build Capabilities
- Choose Media Carefully
- Don't Poke The Bear
- Share Results with Stakeholders

MANAGING THE MEDIA

Part Two

Our Goals for today

1. To make you a more effective spokesperson for your organization
2. To make you a more desirable spokesperson for the media

Re Goal 1: How to make you more effective?

In a word: “Preparation”

- Preparation is the most important stage of the process
- Every interview requires preparation. The corollary is, never do an interview on the spot; always take time to prepare

Re Goal 2: How to make you more desirable to media?

Basically, give 'em what they want ...

- You aren't going to change them.
- They have final say over what goes into the story.
- You will be quoted out of context (by definition!)

... so, what do they want?

What makes it “News”?

- **Timeliness and currency**
 - It's new and people are talking about it (News is perishable; it loses value as it ages.)
- **Significance or Impact**
 - The more it matters, the more people it affects, and the more it affects them, the “newsier” it is
- **Conflict, Controversy**
 - Arguments, debates, fights (“bad” news is more newsy than “good” news - or “good news is no news”)
- **Prominence**
 - The more prominent the people (or country) involved, the bigger the news
- **Proximity and Familiarity**
 - “What’s it mean to Metro?” (Is it about people who are like me?)
- **Rarity or Oddity**
 - “Man bites dog”
- **Human interest**
 - Affects other people, touches our emotions
- **Usefulness**
 - Is it “news I can use” to solve a problem, make me more knowledgeable?

Why do reporters want to talk to you?

They need **Information, Confirmation or Reaction**

- You're an expert
 - You have knowledge or information they can't get anywhere else
 - You lend credibility to the story
- You have experience
 - You were an eye-witness or a participant
 - You can provide real-life examples
- You have a stake in the story and/or its outcome
 - You are or will be affected by the issue, or have the power to affect its outcome
 - You have (strong) feelings about the topic
- You have a unique perspective
 - You want to deal with the issue differently than someone else
 - You act as a polarizing force, defining a controversy

What do reporters want to know?

- “Just the facts, Ma’am.”
 - **Who, What, Where, When, Why** (The Five Ws) ... and **How**”
- The “Colour”
 - How do you feel?
 - Who are the Victims? Culprits?
 - Could this happen to me? What if this happened to me?
What needs to be done so it doesn’t happen to me?

And they are going to quote you only if you provide them something quotable – either something you express better than anyone, including your competitors (more concise, more interesting, more clever, etc.) or something that the reporter couldn’t express from his own experience (i.e., you were there, he wasn’t; you’re the expert, he isn’t).

How to Prepare. How to become “quotable”.

- The reporter chooses the topic (even if you suggested it) and the reporter picks the questions.
 - You don’t control the questions and you don’t “control” the interview.
 - You do, however, control everything that comes out of your mouth – and that gives you great control over the outcome of the interview.

Preparation

- What is the nature of the news outlet?
 - national, regional, local; print, tv, radio; business focus vs general
- What do we know about the reporter?
 - Have we dealt with her before? What experience have we had? What is her knowledge level? Interview style, attention to detail, balance
 - Previous articles, outlet's usual approach to topic, industry or CAFII, in particular
- Environmental scan:
 - issues in the news, competitors' announcements/comments, analyst reports, government actions, etc.
- What is the stated reason for wanting the interview?
 - Is there a hidden agenda?

Preparation (cont.)

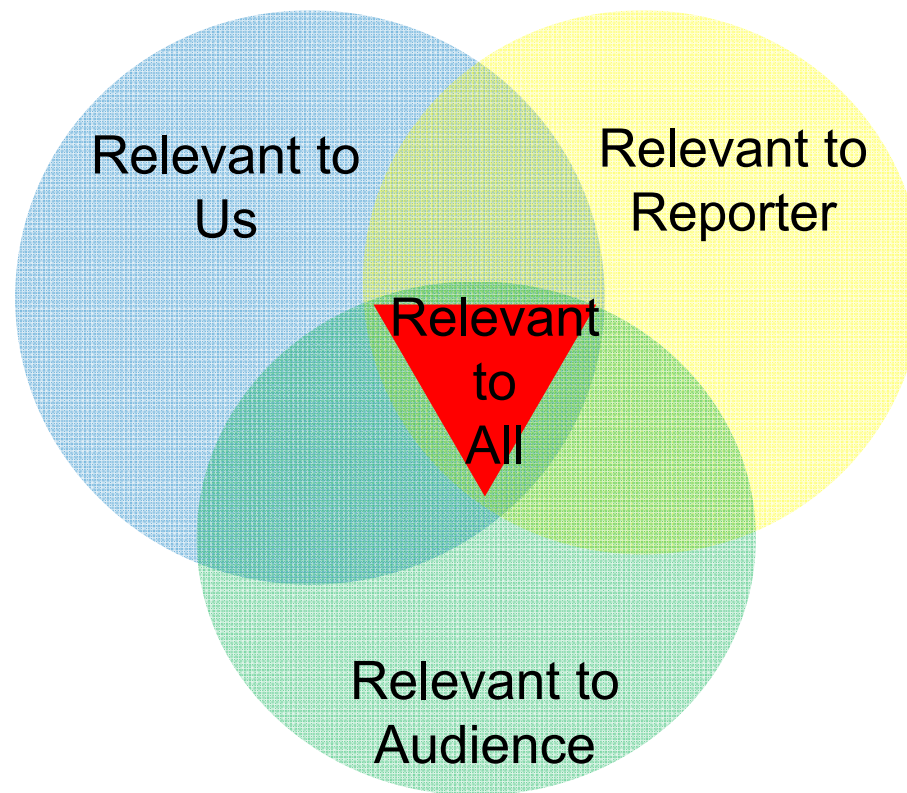
- Reactive vs. proactive
 - First step is to catalogue all likely questions based on your knowledge of the outlet, the reporter, the environmental scan and the Topic – including questions you hope will never be asked! (reactive)
 - Second step is to determine all the possible things that YOU could communicate on the Topic (proactive).

We call these your message themes.

Narrowing down your message themes

- Limit each message theme to one thought (look for commas, “and’s” or “but’s” and separate them into individual message themes).
- Play to your strengths – your unique perspective, capabilities or knowledge.
- Read your message themes out loud, one by one.
- Are they relevant (to All)?
- Give each a thumbs up or thumbs down.
- Repeat until you’re down to three compelling messages.

Who do your message themes appeal to?



Preparing Media Messaging

- For each of your three messages, you need to figure out how to get the reporter to pick up on them. You will need:
 - proof points (factoids, statistics)
 - stories, anecdotes
 - “sound bites”
- Keep in mind: Who cares? Why does it matter? (i.e., the customer benefit)

The Sound Bite

“Your message, the way the media wants it”
(quote in the paper, clip on the radio/TV)
aka “quotable quotes”

27 words / 9 seconds

Creating a good sound bite

- Use bold, action-oriented words
- Clichés are okay
- It's okay to express emotion
- Use analogies, metaphors
- Use pop culture references
- Plays on words, alliteration
- Use absolutes
- Use real-life examples
- Rhetorical questions
- Beware attack words
- Consider humour - carefully

Rehearse your sound bites

- Record them on video
- Play them back
- What do you like? What don't you like?
- Revise accordingly
- Record them again until you are happy with the result

Prepare your cheat sheet

- One sheet of paper
- Three columns, list themes at top
- Write sound bites, proof points, cues for anecdotes in column below
- Look at your cheat sheet throughout the interview – or, if it's a television interview, make sure it's the last thing you look at before you go on (not the three-ring binder with all the background info!)

Map Messages to Qs

- Review list of anticipated questions
- Determine, in general terms, which message theme responds best to the issue raised
- During the interview, your strategy will be to move from the question asked toward your message themes – as smoothly as possible – using your sound bites, proof points and anecdotes

Rehearse the interview

- Use the questions you know you will get
- Use your cheat sheet
- Try to address one, two or, ideally, all three themes in your answers
- Record the interview
- Review the interview (What did you like? What didn't you like?)
- Rehearse again – do more of what you liked, less of what you didn't

Making sure your messages are used

- Two basic techniques to master:
 - “Flagging” – drawing attention to your key messages
 - “If there’s one thing you should take away from our discussion, it’s that...”
 - “There are three things to remember... (count off with fingers)”

Making sure your messages are used

- Two basic techniques to master:
 - “Bridging” – moving from the Question Track to the Message Track
 - “Let me put that in context...”
 - “Let me put that in perspective”
 - “Before we go there, I think you need to consider this...”

More bridging phrases

- From my perspective...
- Yes, but...
- Here's another way to look at it...
- However, the facts are...
- The critical issue is...
- What concerns me even more...
- That's an example of ...

Tactics for answering questions

- Pick and choose
 - Reporters often ask multi-faceted questions; pick the one that leads you most easily to your key messages
- Re-write the question
 - Reporters often provoke by asking questions in a negative way; consider the underlying question – “what are your views about x?” – and it will be easier to respond positively, using your key messages. Never repeat the negative!
- Avoid hypotheticals
 - Reporters often want to know how things would be different if we had done things differently in the past, or want to know what will happen in the future; don't speculate, but bridge to things you can tell them with certainty
- Beware the pregnant pause
 - Reporters will often remain silent to encourage you to keep talking; don't feel obliged to do so, or, if you do, make sure you use another sound bite, proof point or anecdote from your list

Remember: Less is more

- Use your sound bites, proof points and anecdotes in response to every question, if possible
- Every time you introduce another message theme, you are diluting your desired message
- If you cannot use one of your key messages, be brief and be bland; don't provide a sound bite that the reporter might be tempted to use instead of one of your key messages

Take care

- Tell the truth
- Don't repeat the negative in a question
- Never say "no comment"
- Don't over-educate – stick to your key messages
- Don't use jargon
- Consider nothing to be "off the record"
- If you don't know, say so – and undertake to provide later
- Use statistics, numbers, sparingly – use analogies, anecdotes whenever possible
- Paint word pictures

SIMULATED MEDIA INTERVIEWS

Part Three

Looking right for the part

- Appearance
 - Avoid “flash” (jewellery, watches, busy patterns)
- Demeanour
 - Match “mood” to the occasion (concerned/serious, excited/motivated, sorry/apologetic, compassionate,...) – maintain slight smile in “neutral”
- Connect with the interviewer
 - Maintain eye contact with interviewer (not camera)
 - Practice good listening skills (e.g., don’t jump in with answer before question is finished)

Looking right (cont.)

- Body movement
 - Lean in
 - Avoid rocking in the chair
 - Be economical with hand gestures
 - Be conscious of head movements
- Voice quality
 - Project
 - Enunciate
 - Modulate

Review

- What did you like?
- What didn't you like?
- How did he look?
 - Did he seem nervous? Friendly? Confident? Was his body, face relaxed? Did he move his hands, his head, his body? Did he maintain eye contact with the interviewer?
- How did he sound?
 - Did he sound nervous? In command of the facts? Were there a lot of ums and ers? Did he speak too fast or too slow? Did he talk in a monotone? Did he project, articulate, modulate, his voice?
- What did he say?
 - Was it convincing? Interesting? Provocative? Emotional? Articulate? Noteworthy? What word or phrase can you quote back?