

Introduction to Media Coaching

Thank you for joining us!



Objectives

- Provide key-points to media coaching
- If asked for interview, know where to begin
- Avoid being blind-sided
- What NOT to do



Question:

**How do you best prepare for a
press interview?**



Preparation

Pump the Brakes: Is this interview a good move for me/my organization? Live vs. statement?

- **Message**

- Clarify your strategic ***objective***
- Identify your target ***audience***
- Understand their ***concerns***
- Know what to ***avoid***... why?
- Frame your ***KEY MESSAGE***

- **Reporter**

- **Research *reporter/outlet***
 - ***Reach target audience?***
 - ***Past articles, angles***
 - ***Deadline***
- **Ask for/Anticipate their *questions***
- **Group likely questions in *categories***
- **Develop your *responses***



Question:

**How do you make sure your message
is delivered effectively?**



Remember:

**Your Agenda/Goal:
*Deliver the Message***

MESSAGE

Reporter

AUDIENCE



Elements of Effective Messaging

- Never defensive
- Keep it simple, no jargon
- Show care, commitment and action
- Explain what you are doing now
- Explain what you are committed to doing in the future
- Always supported by credible evidence



Question:

What should you do when your message gets derailed – how do you get back on track?



Reporter's Approach

- Reporters are skeptical
- Questions will be negative
- *Negative is always more newsworthy*
- Answers must be positive
- Answers must be strategic



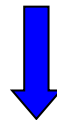
Bridging

Question: Your message

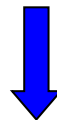
Answer: Your message

Question: Something else

Answer: Prepared response



BRIDGE



Your message

Examples: “What really matters is...” “I think it would be more accurate (or correct to say...”



Bridging

Question: False premise

Answer: “No...”



BRIDGE



Example: “I can’t agree with you, in fact...”

Your message



Question:

What are some common misconceptions about talking to the press?



Common Misconceptions

- **On vs. Off the record**
- **Ask for questions ahead of time**
- **Don't know, say so**
- **Ask to approve: comment vs. story**



Question:

What are some additional things to keep in mind when talking to the press?



Social Media Reminders

1. Update and clean your social media profile/footprint.
2. Know what's out there on your organization's platforms.
3. Know that speed is critical.
4. Be authentic and transparent.
5. Develop a goal and game plan.



Most Common Mistakes

1. Being defensive
2. Lying
3. Failure to use peacetime wisely
4. Weak messages
5. Wrong messenger
6. No comment



Question:

Finally – one word of advice for the nervous...



What Reporters Want

- Readers, page traffic
- A scoop, first to report anything new and exciting
- Positive: New research, discovery, heart-warming story, etc.
- Negative: Controversy, wrong-doing, cover-up.

What You Want

- Offense: Promote organization's/individual's accomplishment
- Offense: Publicize products and events
- Defense: Damage control, crisis communications
- Defense: Set record straight





IGNITING
INNOVATION
IN-HOUSE

Thank You!

