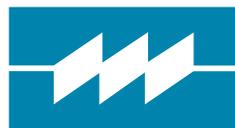


# *MEDIA TRAINING*

**MANUAL**



**LIVE WIRE**  
STRATEGIC COMMUNICATIONS

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# GROUP SESSION





- 1. Introductions.** Media training overview. Participants are polled for their level of expertise with the media and for the types of media/presentation situations they are likely to encounter.
- 2. Message Development.** Developing key messages is one of the most important things you can do to prepare for an interview. The media consultant will discuss the importance of developing clear and compelling messages and how to go about this process most effectively.
- 3. Conducting a Successful Interview.** Several tips on how to conduct a successful, strategic, message-driven interview.
- 4. Special Considerations for Specific Types of Interviews.** Preparation for the following specific types of interviews: live television interview, taped television interview, news shows, panel discussions, radio call-in shows and podcasts.
- 5. Nailing the Interrogation and Navigating Controversial Topics.** Strategies on how best to deal with controversial subjects and questions and how to bridge the interview to a more preferred area of discussion.
- 6. Making a Conclusion.** Learn the importance of making a concluding statement and how to do this most effectively.
- 7. Preparations.** There are many things you need to do before you agree to an interview and before the interview takes place. Discussion on what you need to know up front.
- 8. Looking the Part.** The media consultant will provide recommendations on what is and what is not appropriate attire for broadcast interviews.
- 9. Body Language.** Discussion of how your body language plays a role in media interviews.
- 10. After the Interview.** The media consultant will discuss the importance of following up and saying “thank you” after the interview takes place.
- 11. Final Thoughts.** The media landscape is constantly changing, but there are a few key things to remember that will never change.
- 12. Individual Session Pre-Activity.** Complete this exercise to prepare and get the most out of your individual session.



## **Section 1:** An Evolving Media Landscape

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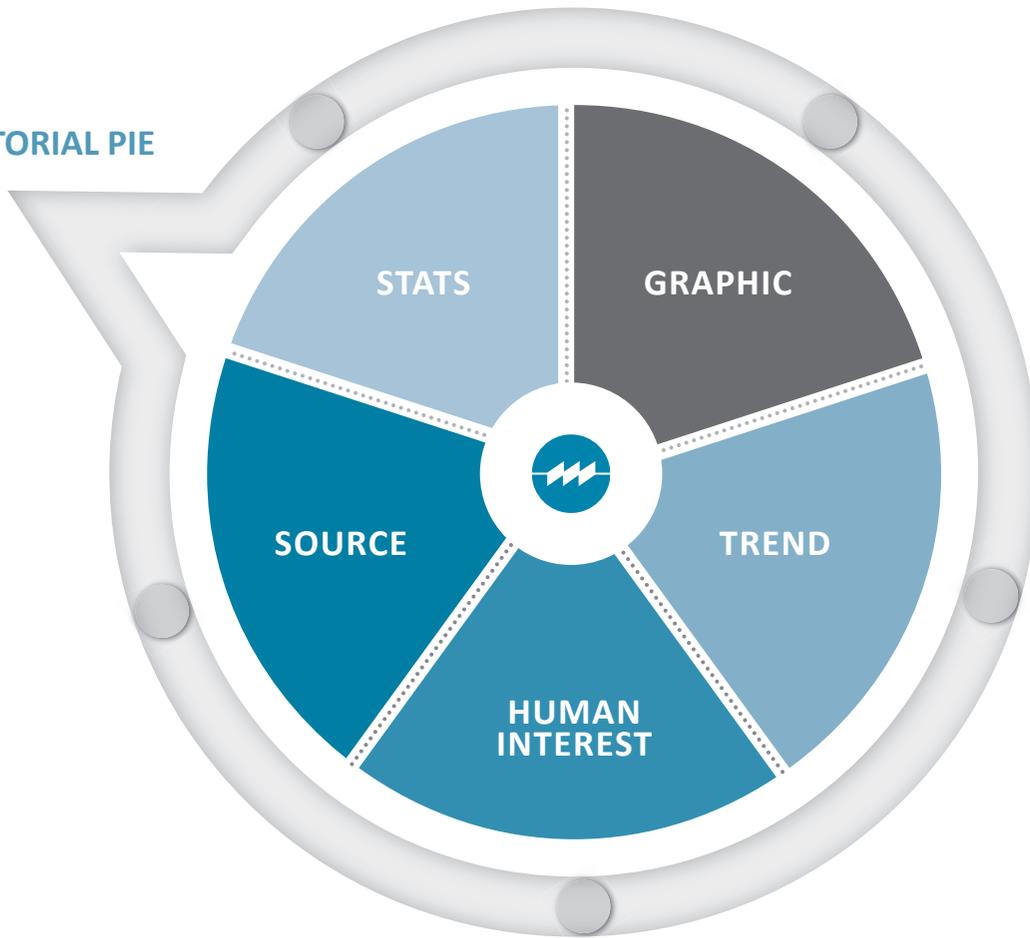
The media landscape has evolved drastically over the years and the demand for up-to-the-minute news is more important than ever. With access to more distribution channels than previously imaginable and an increased emphasis on digital and social content, news is now connected to every aspect of our daily lives.

These factors create significant challenges for reporters, who are required to constantly produce content across multiple platforms. As a result, they often cannot dedicate significant time and resources to research and detail. That is why it is imperative for you to deliver your messaging in a clear, concise, and direct manner. The more complicated or unfocused your message is, the greater the likelihood a busy reporter will disregard or mis-represent what you are trying to say. To ensure your message doesn't get drowned out, you must figure out how you fit into today's media landscape.

## How do you fit in today's media landscape?

Defining your role in today's media landscape is the essential first step in developing your message. Do you want to move the needle on an existing narrative? Or are you working to kill a story that could be potentially harmful to your company? These are the types of questions you need to answer to determine the role your messaging will play in the media.

EDITORIAL PIE



NOTES

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**RECOGNIZING REPORTERS’ NEEDS**

In today’s world of 15-minute news cycles, the needs of reporters are drastically different than in previous eras. By learning to recognize a reporter’s needs, you can establish yourself as a valuable source and increase the chances you will become one of the reporter’s preferred contacts.

- ▀ Respond quickly to requests for interview – even a fast “no” is better than saying “yes” long after a deadline passes
- ▀ To help accommodate a reporter, be flexible about where, how, and when an interview can take place
- ▀ Be mindful of the reporter’s time – unless it’s an in-depth feature, it’s likely the reporter will want to schedule and conduct the interview quickly
- ▀ Follow-up on the interview by providing background information on your company and on the topic covered in the interview – this helps ensure that the reporter will get the story right

**Different types of interviews**

Typically, interviews can be sorted into three categories: proactive, reactive, and defensive.

INTERVIEW TYPE	CONSIDERATIONS	MESSAGE OBJECTIVE
<b>PROACTIVE</b>	<ul style="list-style-type: none"> <li>▀ What is FUBO (First, Unique, Best, Only) about you/your message?</li> <li>▀ How does your message connect to current events and relevant trends?</li> </ul>	Actively trying to push your narrative or shape the story. This is your opportunity to “mold the ball of clay”.
<b>REACTIVE</b>	<ul style="list-style-type: none"> <li>▀ Why are you the best source?</li> <li>▀ What is your unique perspective?</li> <li>▀ Why does your opinion matter NOW?</li> </ul>	Showcasing your knowledge and expertise on a specific topic. Establishing yourself as a thought leader in the media landscape.
<b>DEFENSIVE</b> <i>(ALSO CALLED CRISIS)</i>	<ul style="list-style-type: none"> <li>▀ Respond as quickly as possible</li> <li>▀ Avoiding media inquiries will not make a problem go away and will be perceived with suspicion</li> <li>▀ Identify opportunities to pivot to positive or constructive messaging</li> </ul>	Actively addressing a controversy or problem in a manner that either ends the discussion or prevents the situation from worsening.