

**MEDIA TRAINING**  
**CoNNO**  
**August 19, 2011.**

# What Drives The Media

- The media is a hungry beast ... feed it, otherwise it will feed on you.
  - The various mediums - newspapers, radio and TV - all follow each other over 24 hours- the news cycle.
  - A newspaper story will be followed by online publication, radio news and talkback and finally TV news and possibly current affairs.
  - To maximise your coverage, aim for a late morning media release/news conference.
  - Social media can break anytime of the day.
  - Media assists lobbying and overall campaigning.
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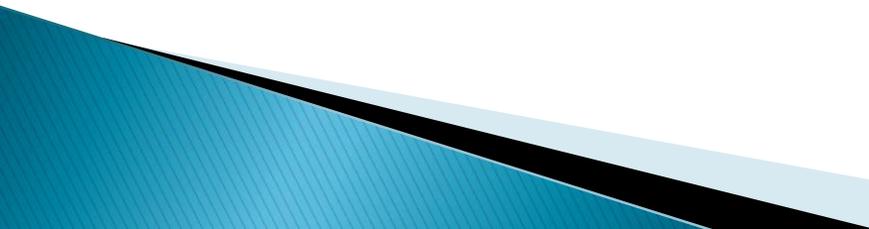
# Journalists 1#

- CoNNO will usually deal with specialist medical reporters (generally supportive).
  - But at times, like the ANF, you'll deal with journalists from across the spectrum (from left-leaning Fairfax reporters through to hard-line, conservative 2GB "shock jocks").
  - One thing in common – all looking for "the scoop" (the story no one else has).
  - Very competitive industry (competition rife between work colleagues, different news organisations and different mediums).
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# Journalists 2 #

- Always looking for an “angle” which helps “sell” their story.
- Will often engineer conflict between parties to create a story.
- This leads to angle such as ... “A split has emerged within the ranks of the CoNNO ... ”
- Just remember ... NOTHING is ever off the record.
- If it is, what is their interpretation of off the record?
- That interpretation could still identify you.
- Relationships with journalists very useful, but always be careful.

# News Styles 1#

- TV ...
  - Door stops/press conferences ... story usually 90 secs and each of your sound “grabs” is 10–15 secs ... you get 1–2 “grabs” per story.
  - One on one “sit down” i/v’ s/two–ways/live X’ s ... interview from 90 secs to 4 mins.
  - Radio ...
  - News story usually 30 secs and each of your grabs will be 8–12 secs ... you get 1 grabs per story.
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# News styles 2#

- Radio cont ...
  - Interview with host ... usually 3–6 mins.
  - Newspapers/online publications ...
  - Content taken from one on one i/vs, news conferences, media releases.
  - In all news styles, your KEY MESSAGES will provide material for your grabs.
  - Repeating key messages will ensure they get run.
  - Key messages also provide you a safe base.
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# Interview formats 1#

- Approach different media outlets differently.
  - Key messages and awareness of issues don't change, but delivery of key messages do.
  - News conferences involve all media, so a consistent/controlled approach is taken.
  - A radio i/v is a more conversational approach, with ability to use your voice and pause as tools.
  - TV changes things as a camera is involved.
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# Interview formats 2#

- TV cont ...
  - Lots of consideration given to body language.
  - It's less about what you say ... more about HOW you say it.
  - Newspaper i/v's can seem the easiest and most relaxed, but can be the most dangerous.
  - Define parameters of i/v ...
  - “Are we on the record .. ” ?
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# Messaging 1#

- What do you want to say?
  - Prepare 3–4 key messages you want to get across in plain language, understood by the audience.
  - Make sure you also know what you DON'T want to say.
  - No jargon, plain, simple language.
  - Key messages should be around 10 secs – length of a grab.
  - Learn the arguments against you.
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# Messaging 2#

- Some examples of your key messages could be ...
    - 1. Who is CoNNO?
    - 2. What CoNNO does?
    - 3. CoNNO's aims (advance nursing for improving healthcare).
    - 4. Current campaigns?
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# Preparing for the i/v#

- Only do an i/v if there is something to gain
  - Never agree to request at their timing – you need time to prepare
  - Ask the “angle” of their story
  - Ask who else is being interviewed, this will give you idea of their angle
  - Try to understand the expectation of the journalist
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# Preparing for the i/v# 2

- Work our key messages
  - Understand the arguments against you
  - Allow clear and uninterrupted time to prepare for the i/v
  - Sit down with your media advisor and practice, practice, practice
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# The i/v 1# – door stop/prensa

- Make a strong opening statement.
  - Include your name, organisation, position.
  - Stick to your key messages – don't be lead to unfamiliar territory.
  - You are there to deliver your message – not answer questions!
  - Never repeat a negative question.
  - “Are you corrupt? ... No, I'm not corrupt.”
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# The i/v 2# – the approach

- Be honest, sincere and enthusiastic
  - Never tell half-truths (they' ll haunt you)
  - In response to a question you don't want to answer say, "Look, the real issue here is ...."
  - Turn negatives into positives – rather than answer "that's nonsense", say "Well, the truth of the matter is ... "
  - Explain complex issues by comparing them to icons – i.e "We've already recruited 100,000 new members, that's enough people to fill the MCG"
  - Be aware of the time you have ... this will determine your strategy in delivering your key messages
  - Remember – you'll always know more about the subject than the journalist
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# The i/v 3# – handling aggro i/v's

- Keep calm and don't change the pace, tone or tenor of your voice.
  - Otherwise your anger will BECOME the story!
  - Again, stick to message.
  - If interrupted, use calm responses such as “What I was saying was that ...”
  - Deny knowledge of information produced by interviewer.
  - “I'm not aware of that, but our independent research shows that ... “
  - Use the pregnant pause – once you answer question, stop speaking. Interviewer's job to keep the i/v going, not yours.
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# The i/v 4# – saying no comment without saying it

- Always give the interviewer a reason for not commenting
  - “It’s the wrong time ... the right time will be ...”
  - “I’m the wrong person to answer that, you should be talking to ...”
  - “I can’t speak on behalf of other unions ...”
  - “I can’t answer that, but what I can say is this ... “ (use your key messages)
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# Presentation Tips

- Think about your appearance
  - Do your hair, make-up.
  - Careful of check clothing that strobes – block colours.
  - Clear your throat, blow your nose – BEFORE the i/v.
  - Beware the open mic before/after the i/v.
  - Never look direct @ camera – look at the journalist asking question (for all-in media conferences).
  - Always be aware of body language – slouching, hands, eye contact.
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