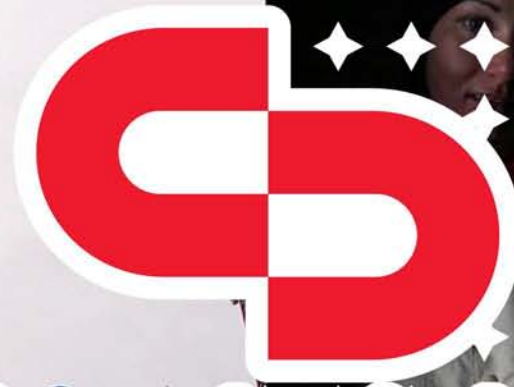
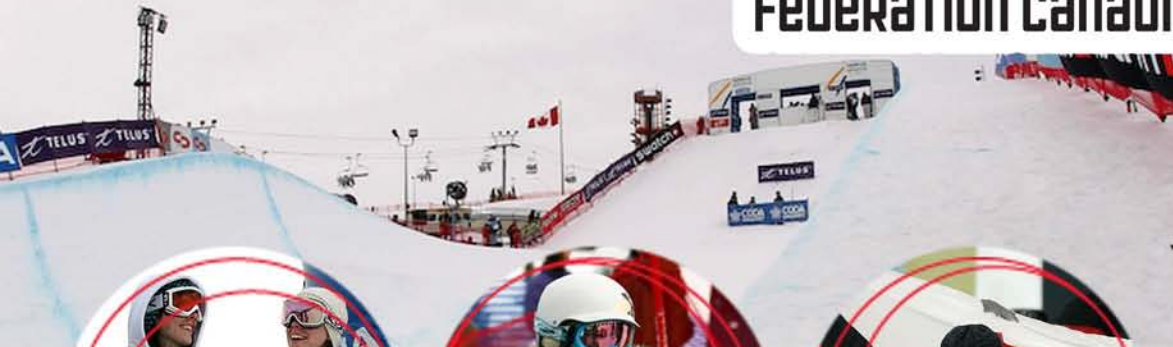


Media Training



canadian snowboard federation
Fédération canadienne de snowboard



canada snowboarding



Agenda

- 1) The Media, an overview
- 2) Key Messaging
- 3) Bridging techniques
- 4) Avoid Interview Traps
- 5) Tips on handling Interviews
- 6) Create credibility
- 7) Lunch break
- 8) Conclusion



The media : an overview

TYPES OF MEDIA

- Print
- Radio
- TV
- Internet/New Media
- Social Media (new)

“THE JOURNALIST”

- He’s a professional... but he’s a human being
- He’s got a job to do, like everyone else. He’s got deadlines...
- He’s following a strong Code of Ethics



Key Messages

Key messages are essential tools in all communications work. Key messages are the core of your writing. Key messages open the door to direct communication with your audience, because they bridge what your audience already knows and where you are trying to take them.

Basically, effective key messages help crystallise thought and opinion about your organisation. Key messages should be tied to the overall business strategy of the company and support activities by marketers and the leadership team.

USING KEY MESSAGES

- Internal Communications
- Sponsors
- Media
- Athletes/Coaches

5 C's of Key Messaging

CLEAR: 3 points, maximum.

CONNECT: Know who's your audience.

CONCISE: Keep it short. Sound bites preferred.

COMPELLING: Make it interesting, fun and understandable for everyone.

CONTINUAL: Repeat, Repeat and Repeat.



Bridging techniques

What is a “Bridge”

An important media technique is “bridging.” Bridging is a powerful means for taking charge of and controlling an interview. The goal of a media interview is to focus the reporter on a few key messages that are true, accurate, clear, concise, brief, and memorable. If done well, bridging significantly increases the probability that your key messages will appear in the final news story. By using bridging techniques, a spokesperson can re-focus or re-direct the interview to what is most important, relevant and critical.

How to Bridge?

- “And what’s most important to know is...”
- “However, what is more important to look at is...”
- “However, the real issue here is...”
- “And what this all means is...”
- “And what’s most important to remember is...”
- “With this in mind, if we look at the bigger picture...”
- “If we take a broader perspective...”
- “If we look at the big picture...”
- “Let me put all this in perspective by saying...”
- “Before we continue, let me emphasize that...”
- “This is an important point because...”
- “The heart of the matter is...”
- “I think it would be more correct to say...”



The Golden Rules

- Prepare and know your key messages
- Bridge, bridge, and bridge: control where the interview is going.
- You are NEVER off the record
- “No comments”: stay away.
- Don’t lie. Never lie. Bridge instead...
- Don’t pick a fight. The reporter will make you look stupid. He edits.
- Look good and credible.
- Avoid technical terms, jargon and acronyms (CSF/FIS/PGS/OTP)
- You’re the expert!!, but... stay in your field of expertise.
- Set the rules before the interview.
- Lead with your message. --> Stay on message.
- Stay humble, gracious.
- Thank the reporter at the end. They too sometimes feel uncomfortable.



Avoiding the “Interview traps”

Distractions

- Focus on interview & ignore background
- Maintain direct eye contact with interviewer.

Live Mics and Dead Air

- A long pause usually after a tough question - don't feel compelled to talk!
- Assume mics & cameras are always on.

Hypothetical Questions

- Word “If” should sound an alarm
- Address specifics, avoid speculation... Force reporter to redefine question

False Information Questions

- Has emotional, misleading comments or erroneous quotes/ material
- Do not respond to alleged comments of others
- Do not repeat loaded words



Avoiding the “Interview traps” - more

Forced Choice Questions

Gives you only two options or telegraphs desired response
Do not choose any option if they are even partially incorrect.

Handling Interruptions

Make sure you are being concise, direct, and clear
Don't get angry
Remind the reporter that their audience might want a more complete answer.

Multi-Part Questions

If you can consolidate them, do so
If too complicated, tell the reporter you will address the most important question as you see it.
Ask for restatement if required

“Feelings” or Emotion Questions

Expect these and prepare. Though often avoided, a good balance between emotion and leadership will help to humanize both you and the organisation

Use of Humor in Answering Questions:

Can be a good way to diffuse or can wipe out every positive statement made
If used, use wisely Self-deprecation is best “When in doubt, leave it out!”



Tips on handling media interviews

- Be organized and concise
- Concentrate on the question you're being asked.
- Remind yourself that you were asked to be interviewed because you're knowledgeable; you're the expert.
- Prepare your voice before the interview.
- Don't repeat negatives! Keep it positive.
- Use anecdotes and stories

Be prepared: Prepare in advance two or three key ideas you wish to get across. Anticipate key issues that will come up during the interview and be prepared to use those issues to launch your objectives.

Be positive: Turn negative questions or statements into positive responses. End every answer on a positive, upbeat note.

Be honest: Always tell the truth. If you don't and try to bluff, it will show.

Be brief: Crystallize your ideas into a few short phrases that summarize what you're trying to communicate.

Be yourself: Keep your voice at an even pace. Act naturally.

Be energetic: Be animated. Use gestures, facial expressions and body language to add vitality to your words.

Be focused: Direct your full attention on the interviewer

Be comfortable, confident and take charge: Relax. You know more about the story topic than the interviewer.



Good appearance = Credibility

Clothing

- Wear team uniform, at all times. Sponsor recognition, officials status.
- Don't wear hats or tuque, if possible.
- Avoid "striped" clothes. Does weird thing in a camera and takes focus away from your message.
- No sunglasses: they create a shield between your eyes and the public.
- Remove Jewellery and Bling.

Enthusiasm

- Be animated. Use gestures, facial expressions, and body language to add vitality to your words. Be careful not to overdo it.
- Smile. A good first impression can help establish your credibility.
- Be conversational. Say it in 30 seconds or less.

Body Language

- Sit still in your chair. Rocking or swivelling can take you out of a cameraperson's shot.
- Don't look at notes during an interview, although you can refer to them if you get "stuck."
- Don't chew gum or play with your pocket change or keys while on television.
- Look at the interviewer, not the camera. Glances up or to the side make you appear shifty-eyed and untrustworthy.
- Stand up, with a foot in front of the other: creates balance.
- Keep your hands in front of you. Not too high, not too low.



Conclusion

What we learned:

- Journalists are human, they have a job to do, and it helps us spread the word
- Bridging techniques: steer the interview your way, escape tough situations
- Tips: Relax, have key messages in your head. Look credible. Be prepared, brief and positive.
- Thank the reporter. What he is doing is bringing revenue in.