YOUR MEDIA INTERVIEW PLAYBOOK

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Today’s Agenda

1. The Media
2. Maximizing Your Impact
3. Your Interview Rights
4. Controlling Your Message
5. On Camera Drills & Critique
BE READY
MEDIA & COMMUNICATIONS TODAY

- Increased sources of information
- Instantaneous news cycles
- Trust in mass media reached historic lows in 2015
- Increased demands for responsible global behavior
- Decreased appetite for government oversight
Media seeks new, different, controversial
Pegged as liberal or conservative; pervasively negative
A reality so...
CARE & FEEDING

- Establish rapport
- Always return a reporter’s call or email
- Know your messages
- Offer to help and follow up
WHY WE NEED THE MEDIA

- Shapes public perception
- Affects your credibility
- Affects constituent morale
- Reputation, reputation, reputation
REPORTER STYLES

- The Gunner – *Rapid fire questions*
- The Interrupter – *Gets you off balance*
- The Joker – *Best of friends – then boom!*
- The Shrink – “*What you are saying is…*”
- The Stealth Bomber – *Throws grenades*
- The Hypothetical – “*What if…*”
- The Pregnant Pause – *Let’s you fill the silence and takes notes furiously*
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APPEARANCE & GESTURES
ATTIRE FOR MEN

- Medium-tone blues and grays
- Be careful of ties and shirts that “dance”
- Wear over-the-calf socks
- Don’t refuse light make-up
- No loose change in pockets
- Don’t get a haircut right before appearance
ATTIRE FOR WOMEN

- Wear solid colors (not white)
- Accessories should be subdued in color and style; avoid shiny, dangly jewelry
- Powder is recommended to reduce shine
- Don’t overdo daytime make-up
- Don’t compete with your message
MAXIMIZE YOUR IMPACT

- Physiology -- 90% of your effectiveness is determined by HOW you deliver your message
- Be lively but not jerky
- Keep hand motions between abdomen and shoulder level
- Sit tall and slightly forward in your chair; don’t lean back
- Don’t cross your legs
MAXIMIZE YOUR IMPACT

- Speak slowly
- Maintain eye contact to avoid looking “shifty”
- Wear a slight smile, eyebrows up
- Never look at the camera while “on”
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YOUR INTERVIEW “BILL OF RIGHTS”

• Who is the reporter and what is the name of the outlet?
• What is the subject of the story?
• What’s the deadline?
• When is it mutually convenient to talk?
• Who else is being interviewed?
YOUR INTERVIEW RIGHTS

• You are not being forced to do any interview
• It as an **opportunity** to deliver your messages
YOUR INTERVIEW RIGHTS

- Always introduce yourself & what you do, even if you think the reporter knows.
- Correct misstatements politely and immediately.
- Remember: you know more than they do about your issues.
LOST OPPORTUNITY

OIL SPILL DISASTER
BP TO TRY NEW CONTAINMENT PLAN

TODAY
TODAYSHOW.COM
LOST TEMPER
AMBUSHED! YOUR RIGHTS

WHAT WILL YOU DO?

WHAT YOU SHOULD DO:

• Be pleasant.
• Ask for a minute, review, TAKE CHARGE
• Buy more time. Schedule interview for later.
• Do not answer hypothetical questions; bridge to a positive point.
• Do not speak “off the record.”
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CONTROL YOUR MESSAGE

BE PREPARED

▪ Have 3 or 4 key messages
▪ Know your facts
▪ Know your vulnerabilities
▪ Remember the audience
▪ Visualize the headline
▪ Anticipate tough questions
▪ Practice aloud
THE TOUGH QUESTIONS

1.

2.

3.
CONTROL YOUR MESSAGE

- You maintain control when you know exactly what you want to say & stick to it
- Have something positive to say and say it positively. These are your key messages.
CONTROL YOUR MESSAGE

- In response to a question, acknowledge the question then bridge to your positive points

- The magic formula:
  \[ A + B = PP \]
  
  Acknowledge the question, Bridge to your answer and make your Positive Point
YOUR KEY MESSAGES

1.

2.

3.
CONTROL YOUR MESSAGE

- Use bridging to get back on track
  - “That’s a good point, but the main consideration is...”
  - “What’s important to remember, however....”
  - “Before we get off the subject, let me add...”
  - “That’s not my area of expertise, but what I can tell you is...”
  - “Let me answer you by saying...”
  - “As I mentioned...”
CONTROL YOUR MESSAGE

- Use **flagging** to emphasize key messages
  - “The important thing point here is...”
  - “The best part about...”
  - “The three most significant areas are...”
  - “There are two reasons why...”
  - “Let me put it in perspective...”
  - “Let’s take a closer look at...”
  - “What that means is...”
BREAKING NEWS

PRESIDENT LASHES OUT AFTER NEW RUSSIA REVELATIONS
CONTROL YOUR MESSAGE

Don’t wait for a direct question; give the answer you want to give.

Flip-flop everything you’ve been taught about making your case.

Winding to your conclusion invites suspicion and misunderstanding and you lose control of your point.
CONTROL YOUR MESSAGE

- Be concise:
  - 1 thing in 10 seconds = Control
  - 10 things in 60 seconds = No control

- Enhance, appeal to emotion
  - Use colorful examples, words & comparisons
  - Avoid jargon, statistics and difficult concepts
**Don’t** repeat a negative

**Don’t** say “no comment”

**Don’t** speculate

**Don’t** nod your head when reporter asks negative question or makes a negative statement

**Do** make a positive point

**Do** say, “I don’t know” or “I’ll find out”

**Do** say “I don’t know,” or bridge to a key message

**Do** listen, acknowledge, bridge to your positive point
Lights…
Camera…
Action!
Keep your Media Interview Playbook handy and refresh as needed!