

Mastering the Media Interview



The slide features a photograph of a person lying on their back on a green sofa in a living room, watching a television. The TV screen displays a news anchor. The room has a wooden coffee table and a lamp. The NPS+ logo is positioned in the bottom right corner of the slide.

Mastering the Media Interview


1. How to Prepare
2. How to Perform
3. How to Follow Up
4. Sample Interview



The slide contains a numbered list of four items. The NPS+ logo is located in the bottom right corner.

Mastering the Media Interview

1. How to Prepare - now
 - Know your crisis communications plan
 - Yearly media training
 - Decide to:
 - Avoid press conference scenario
 - Never say “no comment”



The slide details the first step of the media interview process, including sub-points and a bulleted list of specific actions to avoid.

How to Prepare



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- 1. How to Prepare - when news breaks
 - Your message
 - Your look/voice
 - Your location



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- Prepare your message
 - 1 or 2 key points
 - Anticipate questions / misperceptions
 - No industry lingo
 - Refrain from speaking "off the record"
 - Practice!



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- Prepare your message
- Prepare your look/voice
 - First impression in 30 seconds
 - How you look
 - How you sound
 - What you say



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- Prepare your message
- Prepare your look/voice
- Prepare your location
 - View behind you
 - Audio interference
 - Lighting



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2. How to Perform - during the interview
- Quick, Slow, Slow
 - Remain calm
 - Always stand
 - Pause after each question
 - “I don’t know but I can tell you...”
 - The “camera” is always rolling



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2. How to Perform - during the interview

- Radio: repeat company name
- Challenge erroneous statements
- Smile when appropriate
- Minimize hand gestures
- 2-shots (camera rolling with audio!)
- Ask for a business card



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3. How to Follow Up

- Quick email if good
- Immediate *call* if bad
 - Post original statement on website/social sites
- Think about long-term follow up stories



Do Not...

- Stonewall
- Argue
- Try to intimidate
- Lie



Do...

- Be friendly; treat them like customers
- Be accessible
- Respect their deadlines
- Make their jobs easier
- Thank them for good work



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- Sample Interview