

# MEDIA 101

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VERVE NORTHWEST COMMUNICATIONS

# THE PLAN TODAY

- ▶ What is “the media”?
- ▶ Understanding journalists
- ▶ Articulating key messages
- ▶ Keys to interviewing
- ▶ Dos and Don’ts



A close-up photograph of a stack of newspapers. The edges of the pages are visible, showing the characteristic fold lines and slight unevenness of printed newsprint.

PRINT, RADIO, TELEVISION

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**TRADITIONAL MEDIA**

A close-up photograph of a person's hands. One hand holds a black smartphone, and the other holds a white ceramic mug filled with a dark liquid, likely coffee. The background is a light-colored wooden surface.

BLOGS, SOCIAL NETWORKS, TWITTER, YOUTUBE

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# “NEW” MEDIA

# EVERY MEDIA IS MULTIMEDIA

Video: United Breaks Guitars

STORIES ARE ARCHIVED ONLINE  
DEMAND FOR NEWS IS HIGH & STAFFING IS LOW  
EVERYONE IS A "REPORTER"

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## INSIDE THE MIND OF A JOURNALIST

- ▶ They want to do a good job.
- ▶ A good job look different today than it did even 5 years ago.
- ▶ They are looking for a story that's newsworthy & appeals to their audience
- ▶ They are not "out to get you."



# KNOW YOUR KEY MESSAGES

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- ▶ What 3 - 5 things do you want people to remember about your story?
- ▶ Make them about the audience, not about you.
- ▶ State your most important messages early and often. Repeat them, verbatim or restated throughout the interview.
- ▶ In crisis situations, your messages must make it clear you have compassion and empathy for the impact of the crisis.



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# BRIDGING

- ▶ “I can’t give you further details, but I can tell you that...”
- ▶ “You make a valid point, but the way we see it is...”
- ▶ “The most important thing I want you to know is...”



# MEDIA INTERVIEWS

- ▶ Be helpful.
- ▶ Ask the reporter what angle/topics he or she wants to cover
- ▶ Be prepared!
- ▶ Be honest.
- ▶ Don't guess. Ever.
- ▶ Don't use jargon.
- ▶ Never say no comment.



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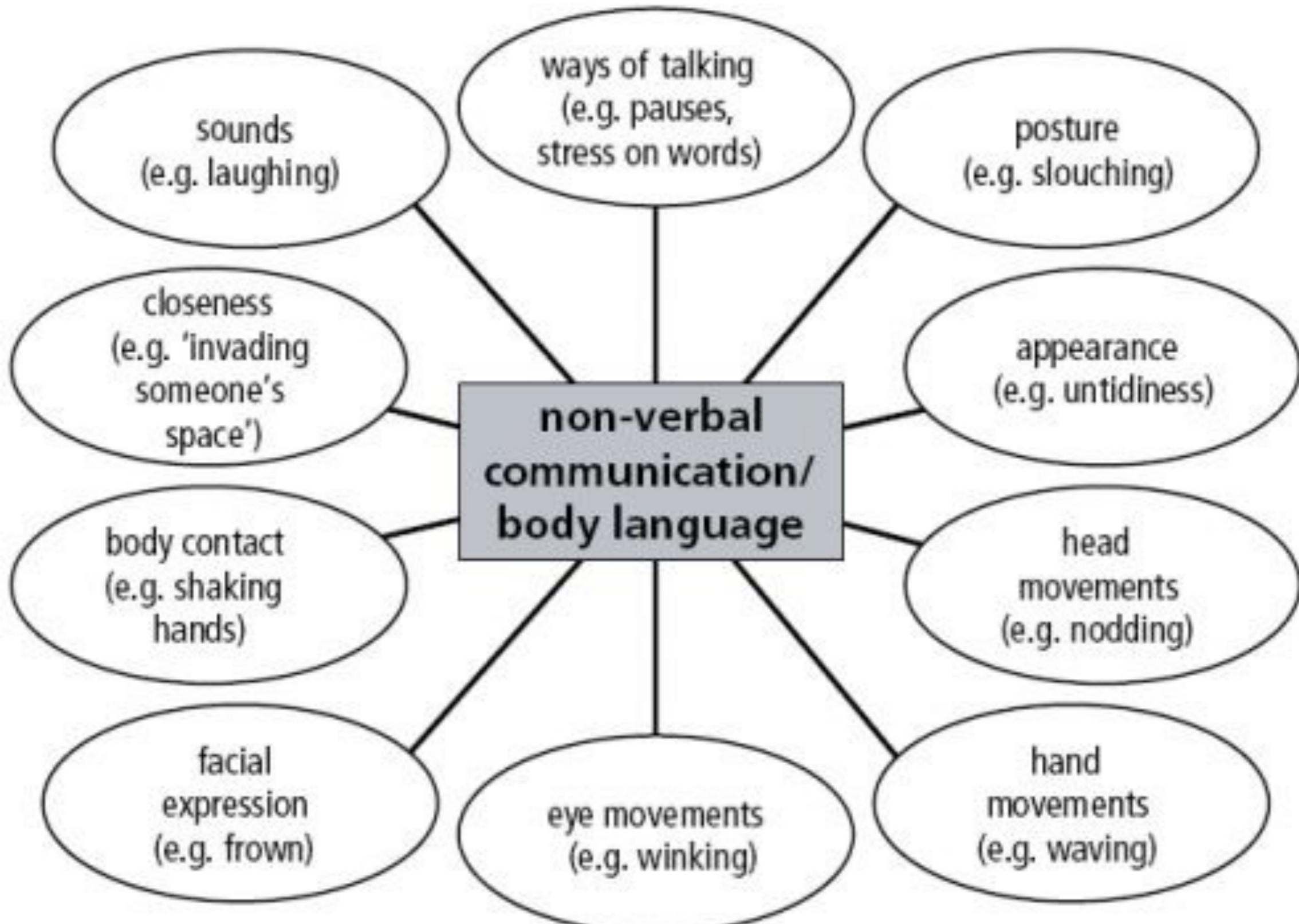
SAYING “NO COMMENT” IS NOT THE  
SAME AS MAKING NO COMMENT -  
BUT BOTH COMMUNICATE A MESSAGE

# MEDIA INTERVIEWS

- ▶ Be prepared to turn the questions or bridge your answer back to your key message
- ▶ Don't repeat allegations or other negative statements
- ▶ Take your time answering questions
- ▶ Watch your non-verbal



# ASPECTS OF BODY LANGUAGE



# BODY LANGUAGE

A photograph showing four people in professional attire (three men and one woman) seated around a light-colored wooden conference table. The man on the far left has his right arm raised with his hand behind his head. The man in the center is leaning forward with his head resting on the table. The woman in the middle is holding her hand near her mouth, possibly yawning or covering a yawn. The man on the far right is looking down at the table. They appear to be in a formal setting like a courtroom or interview room.

**Defensive:** crossed arms, leaning away, flinching when asked a question

**Guilty:** eyes shifting, heavy sweating, voice changing

**Angry:** tense voice, clenched fists, expletives

**Nervous:** shivering position a lot, licking lips, smiling or laughing at inappropriate times

**Arrogant:** looking down your nose, “talking down” to interviewer, using \$100 words when simpler terms will do.



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## INTERVIEW TIPS: ALL MEDIA

- ▶ Remember the reporter's job.
- ▶ Know everything you can about him or her.
- ▶ Set a time limit.
- ▶ Avoid space fillers - "um," "uh," "you know"
- ▶ Assume everything is on the record



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TAKE TIME TO FEEL PREPARED.  
MEDITATE. BREATHE DEEPLY.  
STRETCH.



<https://www.youtube.com/watch?v=HkIZAVKosrU>

# INTERVIEW TIPS: PRINT

- ▶ More in-depth than broadcast
- ▶ Reporters *tend* to be best-prepared
- ▶ Reporters will “color” the story with observations



## INTERVIEW TIPS: TV

- ▶ Verbal & non-verbal
- ▶ Ignore the camera
- ▶ Answer in complete sentences
- ▶ Ask up front if it's live or recorded
- ▶ Dress appropriately



## INTERVIEW TIPS: RADIO

- ▶ Speak clearly & distinctly
- ▶ On the phone, have a “cheat sheet”
- ▶ Make sure you know if it's live or recorded.



# PROBABLY DON'T DO THIS...

Video: Ethel Jones/Bad Media Interview

# DO

# DON'T

Tell only the truth & as much as you can

Say "No Comment"

Remember who your audience is

Speculate

Respect media deadlines

Speak "off the record"

Be concise, use quotable language

Repeat a reporter's negative language

Be the source

Ask to preview the story

Stick to your message

Let a factual error go uncorrected

