

# PREPARE FOR MEDIA INTERVIEWS

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## MEDIA

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### THIS TOOL WILL HELP YOU TO:

- ★ think like a journalist and be media savvy
  - ★ learn some tricks of the trade
  - ★ maximise the effectiveness of every interview you undertake.
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### HOW TO:

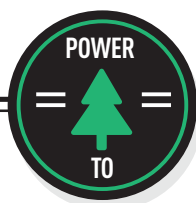
Journalists and editors have a job to do and are often busy. Ensure you provide them with all the information they need in order to create a news item. Treat journalists with politeness, friendliness and respect.

#### Before the day

- 1 Know Your Audience: The person you are pitching to is your first audience. Their audience is the second. Use the Know Your Audience tool to understand both the journalist and their audience.
- 2 Know your messages: Use Hone Your Key Messages to develop three main messages and one 'extra' message per interview. Write your messages in plain English and in a way that cannot be misinterpreted. Pitch your message at the level of a 15 year old for general media.
- 3 Create engaging mind pictures: Create punchy sound bites and concrete examples for your key messages. Be visual and vivid. Use tone and imagery. A journalist's job is to keep their audience engaged between commercials. So they'll be looking for punchy sound bites suitable to their audience. Keep your sound bites, images and examples stand alone so you can throw these in one by one as you need them.

#### On the day

- 1 Dress to impress: The media sells impressions. The way you dress communicates a message to the broader public. Dress to impress the mainstream or specific target audience.
- 2 Be brief: The average news story is 1 - 2 minutes. The local news has only 8 - 12 minutes. The weather forecast is 3 minutes. We all speak at about 3 words per second which equals roughly 20 - 30 words per minute. Three seconds can make a huge difference to a message. No matter what the question, connect it to your pre-prepared key messages.
- 3 Power of the pause: The pause is a powerful device when used effectively and can buy you time to get your point across. Don't underestimate the deliberate use of the pause. Practice the pause when you're practicing your key messages.
- 4 Take control: Always remain friendly and responsive to the interviewer but don't just wait for the right question to get your message across. Take control of your interview. Always think about who else the media might be talking to. It is OK to ask who else they are speaking to.



## BRING IT TO A MAKE CHANGE HAPPEN MEETING

### Report back

Describe the process of using this tool on your project. What insights did you gain? What changes will you make to your project as a result? Did you have any difficulties your Make Change Happen group could advise on? What tips on the tool do you have for your Make Change Happen group?

### Practice run

Choose a topic to be interviewed on. It's best to use your project. Write a brief or news release for the group. Organise someone to role play the reporter and interview you. Follow the steps and capture any insights generated.

**PREPARE FOR MEDIA INTERVIEWS**

**THINK LIKE A JOURNALIST AND BE MEDIA SAVVY.**

## COMBINE THIS TOOL WITH:

Know Your Audience

Hone Your Key Messages

Write a News Release

Cut Your Issue

## NOTES