
Media Skills

PROGRAM OVERVIEW AND OUTLINE

Overview: This program teaches people how to 'Speak with the Media'. We cover Executive Presence and Message Organization for both hostile interviews as well as informational interviews. We can incorporate handouts, brochures, graphs, charts, etc. into the interview process. Media Skills is typically highly tailored to each specific client and the type of media they will be interacting with in the future.

Number of Participants: Up to 10 spokespeople with 2 coaches or 1 coach plus an 'interviewer' from your corporate communications team.

Format: Delivered as either a 1-day Media format or a 2-day Media format with press conference.

Coaching is highly interactive and supportive. Spokespeople will own and use the skills immediately through the combination of expert coaching, layered skill development, videotape & review, and retention tools.

All **videotaping** is done using digital equipment. All video and playback equipment is provided by Vautier Communications. Media is reviewed by each spokesperson and is theirs to keep at the conclusion of the program.

1-Day Media Skills Outline

Initial Skills Assessment: Each spokesperson is videotaped being interviewed for 3 minutes on key topics he/she would need to respond to. The purpose of this exercise is to 'see and hear themselves' as others do. **Videotaped & Reviewed.**

Message Strategy Skills

- **(Defensive strategy) Prepare for the Interviewer's Questions:** Spokespeople learn an organizational process to both anticipate and prepare to respond to tough, challenging questions from the interviewer. A media segment of Richard Ben-Veniste grilling Condoleezza Rice during her 9/11 testimony is viewed as an example of creating and then staying on message under fierce confrontational questioning. **Actively Coached, Videotaped and Reviewed.**
- **(Offensive strategy) Prepare Your Viewpoints for Your Issues:** Spokespeople learn a similar organizational process to identify and clearly articulate their (or their company's) messages in a media interview. A media segment is shown demonstrating this specific skill during a live media exchange. **Actively Coached, Videotaped and Reviewed.**
- **Forms of Influence and Persuasion:** Spokespeople are introduced to and apply the 5 key forms of influence and persuasion to make their viewpoints more credible and memorable.
- **Dialogue Control Skills:** Spokespeople learn how to handle the manipulative techniques which hostile interviewers may employ including interruptions, erroneous facts & figures and closed-ended or 'double choice' questions. A media clip is viewed which demonstrates excellent handling of these types of situations.
- **Physical Presence Skills:** Spokespeople learn how to sit, stand, gesture, and use their voice for emphasis and the effect their volume and inflection have on facial expression. An exercise to practice these skills follows. **Actively Coached, Videotaped and Reviewed.**
- **Apply All of the Skills:** A final interview is conducted with each spokesperson in the mic-in-the-face (standing or seated) position, talk show, or print setting. Each spokesperson practices all of the skills learned over the session in this final interview. **Actively Coached, Videotaped and Reviewed.**

Program Evaluation, Retention Tools & Close

2-Day Media Skills with Press Conference Outline

Day 1 - Skill Acquisition

Initial Skills Assessment: Each spokesperson is videotaped being interviewed for 3 minutes on key topics he/she would need to respond to. The purpose of this exercise is to 'see and hear themselves' as others do. *Videotaped and Reviewed.*

Physical Presence Skills

- **Focus for Confidence:** Spokespeople learn a skill which helps them think more clearly and come across as confident and sincere.
- **Natural Energy:** Spokespeople learn a series of skills which include how to stand and move, what to do with their hands, how to control their vocal energy with volume, inflection and momentum or pace. When managed, the spokesperson looks and sounds more natural, credible, and interesting. *Actively Coached, Videotaped and Reviewed.*

Message Organization

- **Consider the Press, Listeners & Viewers:** A brief exercise is introduced which helps each spokesperson think through who his/her audience is so that the message can be tailored to their listeners/viewers or readers.
- **Organize Your Message:** Spokespeople are introduced to a press conference format along with 'Know This' and 'Do This' formats. When we use a format we apply logic to the flow of our information with the listeners in mind.



- **Forms of Influence:** Spokespeople learn the 5 major forms of influence, along with the universal formula for sharing a story, example, personal experience or case study. Spokespeople then select one form of influence they might use in the press conference, develop it and share it. **Actively Coached, Videotaped and Reviewed.**

Delivery Options

- **Delivery Options Reviewed:** We cover the most common methods of delivery and how to blend the message content with the physical presence skills practiced earlier in the program. The methods can include: extemporaneous, speaking from notes, speaking from PowerPoint, speaking from prepared text (prepared remarks), or TelePrompTer. Each spokesperson practices delivering a portion of his/her press conference standing behind a lectern delivering from 'prepared remarks' from script, notes and PowerPoint. **Actively Coached, Videotaped and Reviewed.**

Day 2 - Skill Application

Review Day 1 Skills: A brief review of Day 1 begins the Day 2 session.

One-to-One Practice: Each spokesperson practices delivering his/her press conference presentation to a partner of the coach. This is done seated, speaking from their laptop, script or notes/handouts.

Handling Questions from the Media

- **(Defensive strategy) Prepare for the Interviewer's Questions:** Spokespeople learn an organizational process to both anticipate and prepare to respond to tough, challenging questions from the interviewer. A media segment of Richard Ben-Veniste grilling Condoleezza Rice during her 9/11 testimony is viewed as an example of creating and then staying on message under fierce confrontational questioning. **Actively Coached, Videotaped and Reviewed.**
- **(Offensive strategy) Prepare Your Viewpoints for Your Issues:** Spokespeople learn a similar organizational process to identify and clearly articulate their (or their company's) messages in a media interview. A media segment is shown demonstrating this specific skill during a live media exchange. **Actively Coached, Videotaped and Reviewed.**



- **Dialogue Control Skills:** Spokespeople learn how to handle the manipulative techniques which hostile interviewers may employ including interruptions, erroneous facts & figures and closed-ended or 'double choice' questions. A media clip is viewed which demonstrates excellent handling of these types of situations.

Conducting a Press Conference

- **Press Conference Presentation:** Each spokesperson delivers a short press conference presentation applying all of the Day 1 skills followed by 'questions from the media'. **Actively Coached, Videotaped and Reviewed.**

Program Evaluation, Retention Tools & Close