“Everyone is famous for fifteen minutes”
Rules of the Media Game

- Show and Tell
- Style over Substance
- It’s a performance
- Accuracy
- Accountability
- Speed
Understanding the Media

- Short deadlines/ Time-space limitations
- Inexperience
- Non-attribution
- Editors don’t check
- Competition
- Journalism types- prize, mob, pack, checkbook, hitchhiker
- Headlines which don’t match stories
Reach Out- or Remain Silent?

First Step

- Know media
- How they work and think
- Know the other side
- Choose your course of action
TV Retained Best

- Television - Show and tell
- Radio - Tell Only
- Print - Show only

- Retention of information after 3 hours
  - 70% if radio / 72% if print / 85% if TV
- Retention of information after 3 days
  - 10% if radio / 20% if print / 65% if TV
You are the Message!

- Voice
- Words
- Visual
The Four “C’s”

C Control
Commercials / SOCO
Cosmetics
Commandments
Control

- You can exert control
- You must know the rules of the game
- Don’t be afraid to ask in advance
- Will learn specifics for different formats
Commercials

- Mental and real 3” by 5” cards
- Have at least three always ready for each issue
- Put them up front: don’t bury them
- It’s OK to not answer the question… especially a “bad” question
Cosmetics

- Looking good on camera
- Clothing
- Makeup
- Glasses
- Body language
- Eye contact
- Use of first name
Clothing

**Everyone**
- If in uniform... *be* uniform
- No nametags, badges, or pocket protectors
- Good tie, pulled up, check after “miked”
- Look in mirror / monitor before air time
- Right clothes in the right setting
- **DON’T WEAR HATS OR BALLCAPS**
Clothing

**Men**
- Wear long socks… your ankles reek
- Avoid big watches, jewelry, pagers, and phones
- Bowling trophy

**Women**
- Subdued colors / necklines / skirt length
- Avoid stripes, patterns, plaids
- Avoid big, dangling or shiny jewelry
Make-up

- Ask for make-up if not offered!!
- Women- normal make up OK
- Don’t look like you are “sweating it out”… remember Kennedy / Nixon debate.
Glasses

- Your choice to wear or not
- Don’t worry about reflections
- If you remove, do so early and ask in make-up needed on nose
- Don’t wear sunglasses
- Avoid anything that shadows eyes
- Never use contacts just before airtime
Body Language

- Cross legs at knees or ankles
- Cross “into” the host
- Don’t slouch or lean. Avoid swivel chairs!
- Keep head up. Choose your profile
- No rocking back and forth
- Use natural hand gestures
- Keep hands off cord
- Use voice inflection
- Hands out of pockets
Eye Contact

- Do not look at camera
- Break down the TV wall
- Talk to and concentrate on interviewer
- No darting eyes
- No watching the monitor
Use of First Name

- Use first name in studio situations
- Don’t use “Sir” or “Ma’am”
- In stand-up situations, don’t use any name
- Your first name is “Doctor”
Commandments

- Thou shall not lie or knowingly mislead
- Thou shall not comment on matters beyond your level or expertise or pay-grade / position
- Thou shall keep cool, even in the face of hostile interviewers / questions
Before You Accept

- Should I do the interview?
- Consult a full-time PAO / PIO
  - Who is the audience?
- What issues are to be discussed?
- Who will be the interviewer?
- Is there a hidden agenda?
- What is the cost/ benefit ratio?
- Agree on ground rules?
Prior to Interview

- Do your homework on issues
  - Local impact?
  - Practice questions and answers
  - Avoid jargon / acronyms

- Last minute details
  - Check dress / grooming
  - Establish rapport with reporter
  - Review ground rules

- It’s not over until it’s over!
During Interview

- Avoid hypothetical questions
- Be confident
- Be cool
- Listen carefully, look at questioner
- Look at questioner when answering
- Do your SOCO!
Morning Talk Show

- Two types: Local show / National show
- Entertainment, not news
- Light in tone, not hostile

Your Goals
- Fill up time, take control
- Project the personality, not the position
- Do your commercial. Use break if needed
Ambush

- Yes / No decision

- Process three factors:
  - Am I the person?
  - Do I have the answers?
  - Is this the time / place?

- Be friendly

- Don’t say “No comment”

- You decide to go or stay

- Use Control techniques
Stand-up

**Edited**
- Most common format
- Trust each question as mini-interview
- Speak in sound-bites:
  - *Targeted, clear statements: 8-20 seconds*
- Take time to think if needed
- Start over if necessary

**Live**
- You have to do it right the first time!!!
Satellite Remote

- Difficult technically
- Look into the camera
- Monitors are distractions
- Earpiece is critical
- Establish voice contact with reporter before show… no “highs or lows”
- Ignore distractions
- Don’t rely on camera lights
Hostile

- Above all keep your cool
- Reporter is tool for your use
- Get your commercials out, even if interrupted
- Do not repeat negatives
- If you must the correct the record… go easy
- Show ending written before you arrive
Media Availability

- Wide range of questions
- Set time limit
- Take control- you choose who you answer
- Stay inside your responsibility level
- Do your commercials
- Control people at podium
- Most dangerous format!!!
Role of the PAO

- Personal advisor
- Point of contact for news media
- Prepare for your interview
  - Research
  - Rehearsal (use camcorder)
  - Set ground rules
- Monitor interview (record)
- Critique… tell it straight
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Presentation by Zack Howard (Folks... He didn’t pay me a dime!!!