



Getting It Right In Prime Time

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Andy Warhol- 1973

“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?

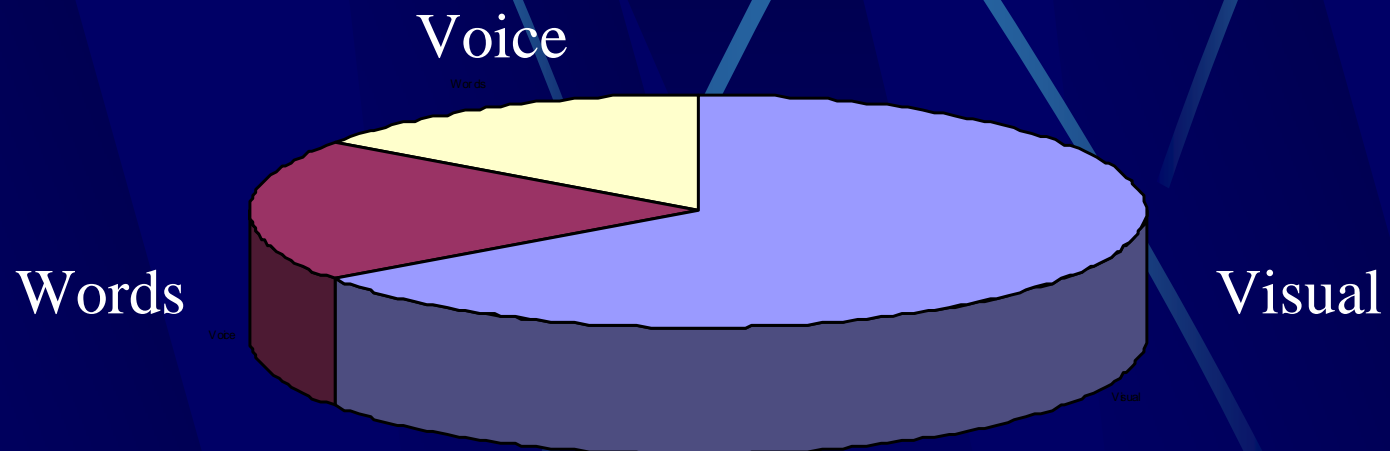
● First Step

- 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!



The Four "C's"

- **C**ontrol
- **C**ommercials / SOCO
- **C**osmetics
- **C**ommandments

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!!!)*