

Media Training Guide



Twig Marketing offers a range of marketing and media management services including: Branding strategy and development / Editing and Writing services / Publication strategy and development / Media management / Media and communication strategy / Media training / Writing



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Intro



This Media Training Guide has been prepared by Twig Marketing as an introduction to effective communication through the media.

There are essentially two secrets to effective media presentation. The first is sound preparation. Even seasoned cabinet ministers workshop and sometimes rehearse what they will say before they front the media, in order to make sure they give a clear, well-thought through, contained message.

The second secret is to think through why you are talking to the media and what you hope to achieve. The media is an extraordinarily powerful tool – but it moves on quickly. Without a clear objective in speaking to the media, it is difficult to achieve significant outcomes from your profile.

It is essential to remember that there are no guarantees how or even when your story might be presented in the independent media – this guide is intended to provide some useful background about how the media works and guidelines that will help in presenting a clear message to journalists.

There is no way of guaranteeing or ensuring that your message will be presented in a positive, fair or balanced report – that is the responsibility of the journalist.

In a world of ever-increasing media consumption and intense pressures on journalists, it is therefore our role to provide a clear, succinct account of what we want to say – in order to maximise the chances of your message being presented fairly and accurately to the public.

Tim Winkler
Twig Marketing



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Why be
involved
with the
media?

Talking to the media can be hard to fit into your busy schedule. Here's some reasons why you might choose to be involved with the media.



PUBLIC INTEREST

newspapers, television, radio, the Internet and magazines make a fundamental contribution to public knowledge and opinion. Sharing your work/passion through the media delivers a significant public benefit.

FUNDING/REVENUE

increased media profile tends to lead to more opportunities for many individuals – whether because of the cult of celebrity (they're talking about it in the paper so they must be good), the power of persuasion and ideas (I read a very interesting article about 'x' the other day, I thought I should follow that up) or the opportunities provided by connecting with people who otherwise wouldn't have heard of you – and who might be interested in your work.

ADVOCACY

the media is extremely powerful in shaping opinion and connecting with people. There are few more powerful advocates than the media – influencing public policy, societal priorities and attitudes.

PROFILE

Profile is increasingly becoming important to professionals, academics and corporate leaders. With heavy competition for funding, an intense growth in media consumption and the notoriously fickle ears of primary audiences everywhere, media reach and profile is a very valuable asset to individuals.

The Essentials

In most media interviews, only a slice of any story can be captured and conveyed in a subsequent story – making message discipline essential.



Message discipline is the practice of effectively communicating your key messages to journalists and confining the majority of your conversation to that script. Message discipline is not necessarily planned, written, or part of a strategic game – it is second nature to some people.

In addition, it is vital to present information that is:

- **ACCESSIBLE**
- **TARGETED**
- **CONCISE**
- **TIMELY**

There are usually four styles of interaction with the media:

PROACTIVE



you / your representatives contacted the journalist, the journalist is interested and wants to present our story.

DEFENSIVE



the journalist wants to contact you to ask us to defend ourselves against the accusations of others.

EXPERT COMMENT



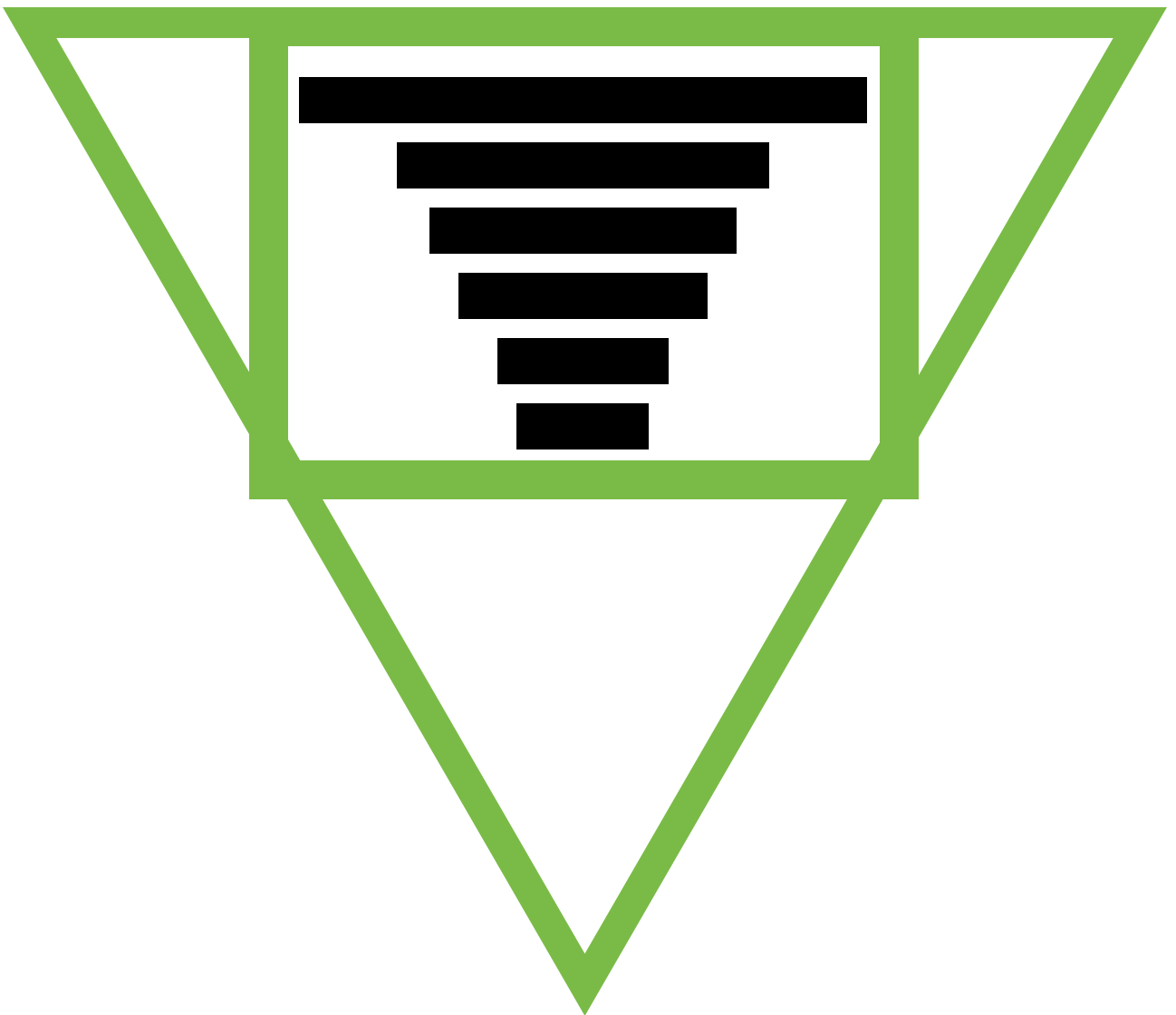
the journalist is writing about something else but wants an expert comment from you.

PERSONAL



you have just won lotto and journalists want to know how you feel.

Story Structure





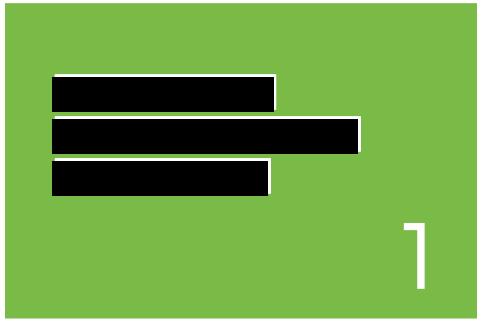
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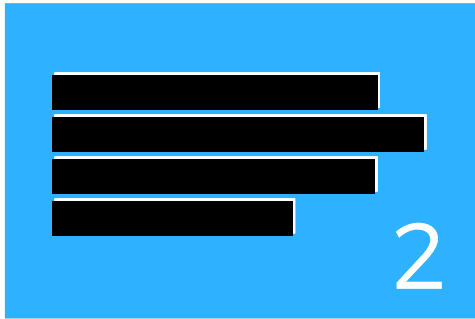
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Media Engagement: Ten Preparatory Steps to Success



1



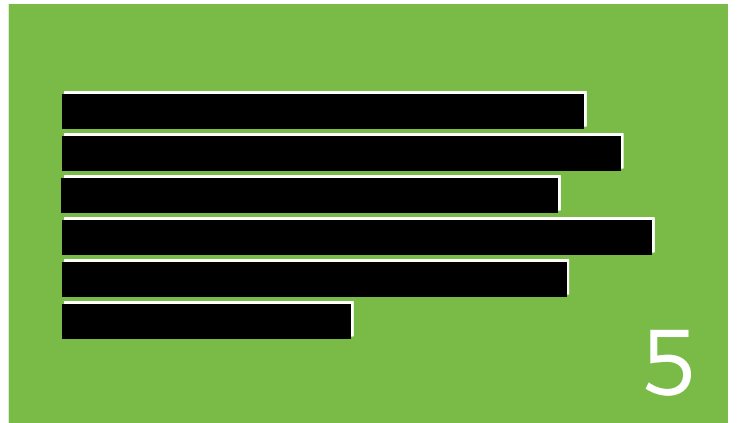
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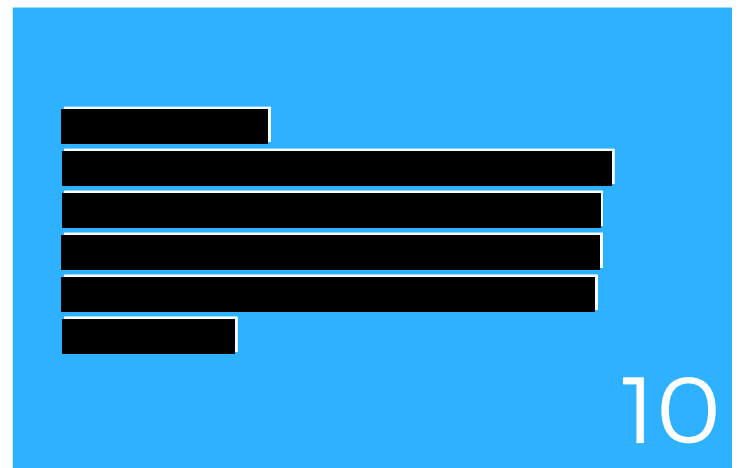
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8



9



10

What journalists want to know

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]



[REDACTED]

Towards the perfect interview

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]



[REDACTED]

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[REDACTED]



INTERVIEW PREPARATION

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[REDACTED]

[REDACTED]

[REDACTED]

DURING THE INTERVIEW

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[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Bridging Phrases



██████████

-
- | Row | Value (approximate percentage) |
|-----|--------------------------------|
| 1 | 85 |
| 2 | 95 |
| 3 | 55 |
| 4 | 98 |
| 5 | 100 |
| 6 | 98 |
| 7 | 95 |
| 8 | 25 |
| 9 | 98 |
| 10 | 45 |
| 11 | 85 |
| 12 | 15 |
| 13 | 75 |

- **Stressors** are the environmental factors that cause stress. They can be physical, chemical, or biological in nature. Examples include noise, pollution, and overcrowding.

- _____

- **Stressors** are the environmental factors that cause stress. They can be physical, chemical, or biological in nature. Examples include noise, pollution, and pathogens.

- [REDACTED]

- _____

- [REDACTED]

- _____

- [REDACTED]

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- [REDACTED]

- _____

- [REDACTED]

Pre-interview Checklist

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[Redacted]		

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