

Communication Workshop Pretoria 11th Nov 2014 - objectives

- **Overall objective:** is to develop your softer skills concerning communication under pressure.
- By end of workshop delegates will be able to:
 - Handle the media as a first line of defence.
 - Be confident in handling difficult/important people such as senior people in your organisation or government officials
 - Understand the various needs of your points of contact.
 - Prepare a written brief.
 - Be clear and concise in your use of language.
 - Stay on message.
 - Stay in control under pressure.

Tuesday, 11 November 2014

Communication and the media

- **0900-1000 Introductions and scene setting**
- **1000-1030 Coffee/tea break**
- **1030-1200 How to handle uncertainty and get a clear message across**
- **1200-1300 Lunch break**
- **1300-1530 Practical sessions in 5 breakout groups**
- **1530-1600 Coffee/Tea break**
- **1600-1700 Filmed interview critiques**
- **1700- 1730 Washup and feedback**

Tips for effectively dealing with the media (and other 'difficult' people)

but it takes two.....



Pretoria South Africa – November 11th 2014

Ewen McCallum

General Secretary

Before thinking about content

- What is the programme about? National or regional?
- Who else will take part?
- What is your role? Are you the right person?
- Is it live or recorded? Interviewer **not** on tape
- Who is conducting the interview and what are the questions?



Preparing for the interview

What is your message?

- Get a maximum of **THREE** key points
- Practice them as one soundbite (up to 20 secs) or series of soundbites if live
- Do not be afraid to repeat an important message
- Anticipate the hardest question



C.A.P.E

- Message should consist of the following in a serious incident:

Concern/**C**ompassion: Recognise the problem

Action: Convince people you will do something

Perspective: Get the event in context

Energy: You mean business and understand what happened, or will do

Just before the interview



- Check with interviewer that your facts about what is required is correct
- Ask what the first question will be but be prepared for anything

- If you have props make sure camera team are aware of what you want to do
- Be relaxed in your surroundings and remember your 3 key messages (if need be put on a card)

Relaxation tips

- Breathing, from diaphragm, slow and regular
- Yawn
- Warm up exercises with voice



- Remember body language stay still and focused on either camera or interviewer



During the interview

Stick to YOUR brief. Stay on message

Make sure your three key messages come across irrespective of the questions. Have all in one soundbite for recorded interview.

Bridging:



Acknowledge the question -- restate for time

Bridge e.g. but the key point is

Communicate your message

Don't be frightened to correct a journalist summation of your words

If they interrupt too much ---'As I was trying to say'

During the interview

- They list negatives ---- give your perspective
- Don't talk about others including competition
- At some point check where you are with key messages

- *Keep answers short and concise (coherent soundbites)*
- *Give quotable quotes*
- *Don't be technical don't use jargon*
- *Don't be pushed off your agenda **keep control***
- *Keep eye line on the presenter*
- *Don't answer hypothetical questions*

Interviews with print media

- What is the context of the article, feature or news?
- What is their angle?
- What is the publication and likely audience?
- Who is the journalist?
- Who else are they speaking to?



Print media interview

Much as before: brief concise and repeat key messages.

- Avoid jargon or acronyms. Try human dimension
- If you don't know get back to them never guess
- Offer to email confirmation of your conversation
- Never go off record. Offer to read your quotes

“
quote
”

Any Questions?