Power of Media Training

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Why Media Training is Important?
OBJECTIVES OF MEDIA TRAINING

- Express your messages clearly and in a compelling way
- Help you take control of the interview
- Engage the audiences
- Deal with tough questions
How the Media Works

What does a journalist consider newsworthy?

- Conflict
- Local
- Incident
- Extremes or superlatives
- New
- Timely and relevant
- Scandal
- Incompetence
- Surprising
- Hypocrisy

With broadcast it is important the story angle and “visuals” should “play” to the desired medium.
It’s All About Relevance

Expectations

AUTHENTIC ENGAGEMENT

The Market

Your Story

Relevance
Your Rights

You have the right to refuse an interview

You have the right to know the topic for the interview and to make sure the reporter sticks to it

You have the right to be given enough time to answer a reporter’s questions

You have the right to be fairly edited, and protest if you’re not

You have the right to know when your interview will be published / broadcast

Your Responsibilities

Engage the audience be responsive, factual, open, informative

Keep your “plugs” subtle. This is an interview, not an infomercial.

Expect balance

Expect tough questions
• Anticipate them, identify vulnerabilities
• Consider positions on sensitive issues

Print media - Don’t ask to review an article before being published
• Strategically positioned as “fact checking”
Three Secrets of a Successful Interview

1. Preparation

2. Preparation

3. Preparation

Remember:
Good media skills are learned
Never, ever, ever “wing it”
The Interview Planning & Preparation Process

Your Game Plan

10 STEPS TO BUILD THE BEST INTERVIEW FOUNDATION

- TONE - is it appropriate?
- BRIDGE - how do I move to key points?
- QUESTIONS - what will be asked?
- EVIDENCE - what supports my arguments?
- KEY MESSAGES - what do I want to say?
- OBJECTIVE - why do I want to talk?
- JOURNALIST - what is their interest?
- PUBLICATION OR TV SEGMENT - when will it run?
- AUDIENCE - who am I speaking to?
- DECISION TO SPEAK - what are the repercussions?
Key Messages Should

- Be delivered consistently by all spokespersons
- Focus on increasing awareness of your organization and your mission
- Demonstrate your credibility in the industry
- Clearly communicate how your approach is different from the status quo
- Be proactive in addressing potentially negative publicity
An Authentic Voice

- Forward Looking
- Relevant
- Specific
- Conversational
- Timely
- Unique
- Assertive

Authenticity
Your Offense Strategy: Key Messages

Concise, positive points – about your company/organization and industry trends that demonstrate value / insight / authority

- **Vision and mission** (strong, reliable, trustworthy and forward-thinking)
- **Expertise**
- **Trends** on investor education

Messages should be uniform in all communications, countries

- Know the company / organization line
- Be consistent in ALL public comments
Delivering Key Messages

- Concise key messages
- Facts and proof points to elaborate and explain
- Examples, analogies and anecdotes
- Personal experience, authenticity

Communications Outcome

- Why
- How
- What
- Channels

Acti
v
ities
Defense Strategy
Defense: Blocking and Bridging

**BLOCKING**
Halting the direction of the question/interview

**BRIDGING**
Going from where you are to where you want to be

Frame response in a more broad context or in a narrow context
<table>
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<tr>
<th><strong>Bridge to Key Messages</strong></th>
<th><strong>Bridging Techniques</strong></th>
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| Use “bridging” to get back on track  
Swim into safer waters through the use of “connectors” to bridge | Contextualizing – Giving the bigger picture  
“I think, on the whole, that…” |
| “That may be the case, but…”  
“That’s a good point, but the main consideration is…” | Refuting - then bridge to key message  
“I disagree. In fact, if you look at…” |
| “We all agree with that, but what’s at issue is…”  
“That’s not my area of expertise, but I can tell you…” | Prioritizing – When the journalist is spending too much time on ‘non’-issues  
“The real issue here is….” |
| “That’s an interesting question, it reminds me of…”  
“Let me answer you by saying that…” | }
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<tr>
<th>Flagging</th>
<th>Hostile Questions</th>
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<td>Helps you emphasize key points from your messaging</td>
<td>Focus on the facts – show Concern first, then Action – what you are going to do about it, and then Perspective – put it into context</td>
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<td>Strengthens retention of key points</td>
<td>Don’t be bullied into answering</td>
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<td>Perfect set up for a quote</td>
<td>Let the comments land before responding</td>
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<tr>
<td>“I’ve talked about many issues today. What this really boils down to is...”</td>
<td>Remember flagging</td>
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<td>“The three most important things to remember are...”</td>
<td>Be prepared to terminate as a last resort</td>
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<tr>
<td>“Let me make one thing perfectly clear...”</td>
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<td>“While that is certainly important, don’t forget that...”</td>
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Rumor and Speculation

Any question that begins with “Supposing that ...” or “What if...” or “There has been a rumor about...”

The response must be clear and unequivocal: “We don’t comment on rumor or speculation”

The response should be repeated as often as necessary during an interview

The interviewer will soon tire of hearing it and move on

Questions You Can’t Answer

If asked a question beyond your expertise:
Explain why you can’t answer and bridge “I can’t specifically answer that, but I can tell you ...“

Don’t use “no comment” – it is similar to blocking without bridging

Never accept: ‘Off the record’
Anonymous
PSA Press Conference
Golden Rules
## Do’s and Don’ts – A Recap

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<th>Dos</th>
<th>Don’ts</th>
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<tr>
<td>Prepare – practice your answers, prepare difficult Q&amp;A in advance</td>
<td>Get mired in statistics or numbers</td>
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<td>Talk in simple terms – one click response, remember your audience</td>
<td>Forecast business or product performance</td>
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<td>Stick to your messages</td>
<td>Over talk or speak too fast</td>
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<td>Keep it short, be quotable</td>
<td>Speculate, gossip, joke or provide bad information</td>
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<td>Stay calm, courteous and cooperative</td>
<td>Mislead (e.g. forecast of fund returns)</td>
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<td>Answer all questions on a positive note</td>
<td>Repeat negative phrases</td>
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<td>Keep in mind that everything is on the record</td>
<td>Accept hypothetical statements</td>
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<td>Handle regulatory and political questions with caution</td>
<td>Say “No Comment” and talk “off-the-record”</td>
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<td>Use bridging to steer the interview</td>
<td>Forget to close the interview with a “final thought”</td>
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