



Managing the Media:

# *Media Training Tips & Techniques*



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# Today's Agenda

The Media  
*Landscape*

How to  
*Be a Spokesperson*

Interview  
*Techniques and Tips*



# The Why: Engaging with Media Reaching Influential Audiences

## Outcomes We are Striving for:

- Shape the narrative about modern agriculture through meaningful, proactive media engagements to reach broader society
- Balance and expand our industry's share of voice in earned media
- Create opportunities for storytelling with *accurate* information

## How We Can Engage:

- Develop compelling content and messages (with you)
- Leverage current news trends
- Strengthen media relationships through open-door policy with media – site visits, interviews, 1:1 meetings, events, editorial board visits and deskside briefings (sometimes with you!)
- Equip and empower spokespeople (with you, if you're willing)

## What We Need:

- YOUR WILLINGNESS
- Diverse voices and stories
- Show & tell
- Fast facts
- Video content
- Access to you and your operation





# Media *Landscape*

## UNDERSTANDING “NEWS”

- // Hard news vs. features
- // Lots of competition for coverage
- // Journalists are storytellers

## INFORMATION NEEDED QUICKLY

- // Resources, facts, figures

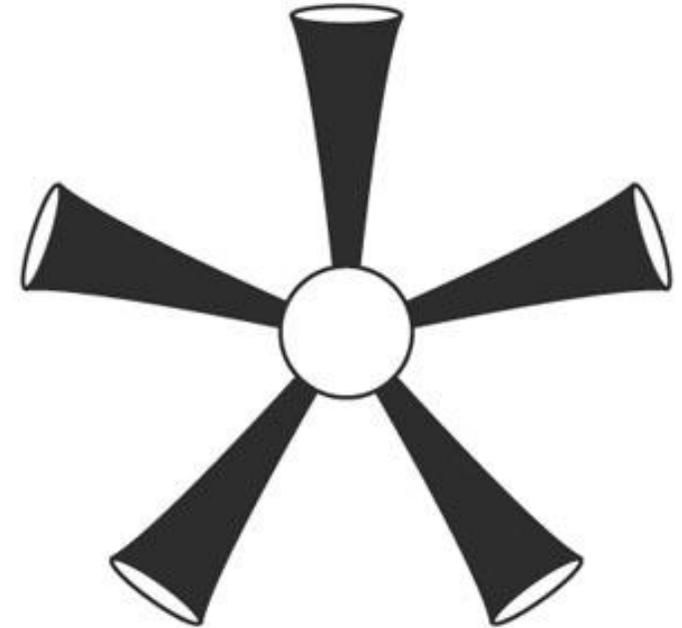
## TRADITIONAL NEWS REALITIES

- // Understaffed
- // Busy
- // Younger

## INSTANTANEOUS NEWS CYCLE

## CANNOT CONTROL NEWS

- // That's why we manage our message



Source: Mike Arauz, Thoughts on New Media and Assorted Links



# Media *is Social Media*

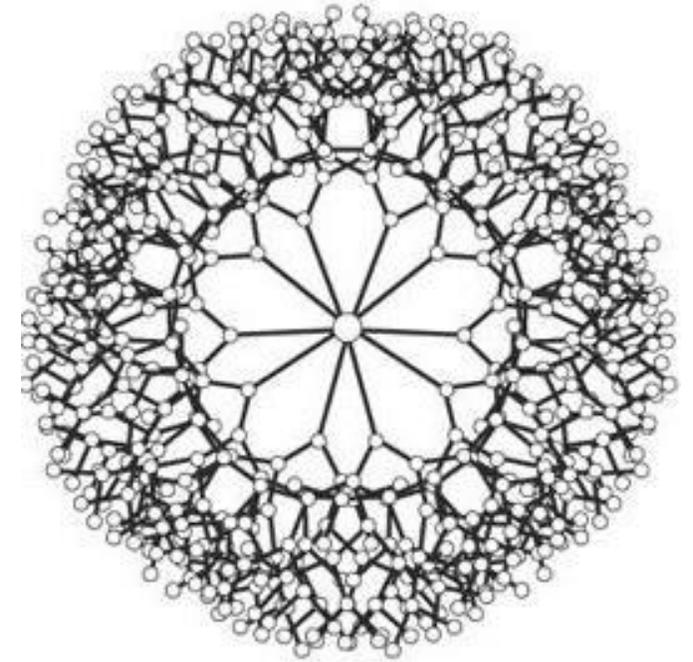
## REPORTERS ARE ONLINE, GATHERING AND COMMENTING

- // Cameras are everywhere
- // Consumers as reporters
- // Reverse media relations

## CAN EXTEND COVERAGE

### WHAT YOU CAN DO

- // Know some of your communities
- // Listen
- // Engage when appropriate



Source: Mike Arauz, Thoughts on New Media and Assorted Links

# The *Six Cs of News*

① Crisis

② Conflict

③ Contradiction

④ Controversy

⑤ Consequence

⑥ Characters





**How to**

*Be a  
Spokesperson*



## Your Key Message

//////////  
A short, concise statement  
that could be your headline,  
your quote or your final words

//////////  
Central to a  
Message Map



**27/9/3**

//////////  
Safe to  
repeat

//////////  
Should have your OWN  
personal stories – no  
contradictions!



Prepare

*Appropriately*

Who's  
requesting  
the interview?

What's  
the media  
outlet?

Who is the audience?  
What are they  
concerned about?

What's the  
story or angle?

Remember **WII-FM**

*The reporter is not your friend: you each have a job to do*



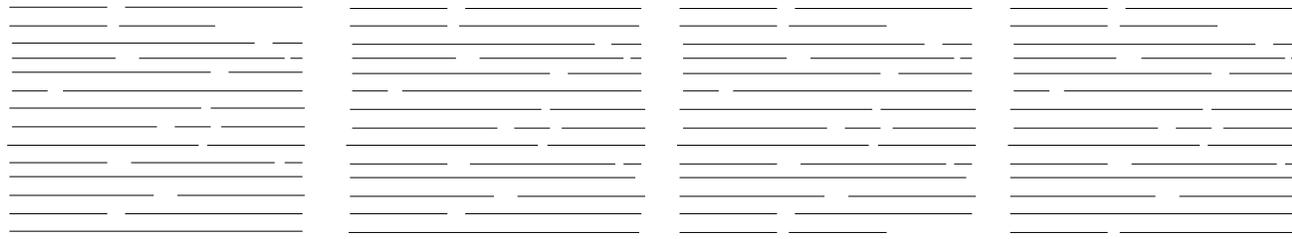
Talk in

*Headlines*

**EXTRA!!! The Times EXTRA!!!**

$$C = A + B$$

*Instead of  $A + B = C$*





# Embrace Your

# Responsibilities



*Share information in advance*

*Drive the discussion*

*Be “AKA-Compliant”*

*Deliver Home Base early and often*

*// Articulate*

*Counter false statements or incorrect points*

*// Knowledgeable (avoid jargon)*

*// Accessible*

*Win the battle, not the war*



# *Interview Techniques*



## Don'ts



- // Asking for interview questions in advance (accept if offered)
- // Demanding specific conditions for the interview
- // Faking the answer if you don't know it
- // Asking to review/approve the article (accept if offered)
- // Attempting to dictate when or where the story will appear
- // **Repeating negatives, interviewers' questions or opponents' views**
- // Saying anything else you don't want public



# The Most Important

## Do



### **STOP TALKING.**

- // Remember, they can only quote what you say
- // If you don't think you should say it, don't
- // Let them ask for clarification
- // Helps you stay on message



How to

# *answer a question*

## 01 DIRECTLY (WHAT/WHY)

## 02 I DON'T KNOW ...

- // But I'll find out for you and ...
- // Actually, I'm not the best person to talk to about that, I'd suggest you follow up with ...

## 03 I'D LIKE TO ELABORATE, BUT ...

- // We respect the privacy of our ...
- // For confidentiality reasons ...

## 04 WHAT I CAN TELL YOU IS ...



## Types of

# questions

// Softball

// Hypothetical

// False premise

// Multi-question

// Persistent question

// Pregnant pause

// “Anything you want to add?”

*\*Be aware of cultural nuances*



# *bridging*

## **BRIDGING** *(redirect)*

- // Answer the question
- // Make the bridge
- // Communicate your message





# *flagging*

## **FLAGGING**

*(close/highlight)*

// “The most important thing is to ...”

// “First, next, last ...”

// “For example ...”



# *blocking*

## **AVOIDING AN UNDESIRABLE OR UNPRODUCTIVE QUESTION**

// “The real issue is...”

// “It’s important to  
understand...”

// “What I’m most excited  
about...”



# *Body Language*



- // Eye contact is critical
- // Keep hands free
- // Use natural gestures at the waist
- // Watch for ring twirling/key jingling
- // Decide on standing vs. sitting
- // Keep your energy level high
- // Women should try to be equal height or above their audience



Is it

*Over?!*

- // Is the microphone off?
- // Has the reporter left the building?
- // Has the phone been hung up?

### **FOLLOW-UP ACTIONS**

- // Did you promise anything?
- // Photos or video?

### **SELF EVALUATION**



# *Doing it Well*



<https://www.youtube.com/watch?v=kcJreQpVpek>



*"Now can we have it as a  
sound bite?"*