

MEDIA TRAINING: QUICK TIP SHEET



Why the media needs spokes-stars?

Delivering a powerful performance in a media interview makes all the difference to the amount of coverage you get and the way your key messages are published or broadcast. It's worth doing practice interviews and getting some expert media coaching before important interviews to really nail it every time.

Too often people think a media interview is like any other conversation. It isn't. Just as a champion runner would never run a race without intensive training, so too should business people train hard for media interviews.

How can you become great media talent and have reporters call upon YOU for comments?

- Being really clear before you set off about your three key messages.
- Being able to express your messages in everyday language.
- Being engaging – light and shade in your voice, being sincere and authentic.
- Choosing great examples to bring the facts to life.
- Deciding on who you are focused on speaking to and targeting them in your tone and content.
- Looking the part – making sure your hair, clothes and overall presentation is suitable, especially for video interviews.

Solid media training and follow-up role-plays will make you feel confident enough to pro-actively shift the focus of the interview away from the subject you don't want to talk about and back to what you do want to focus on – your business, your story or your products and services.

“Excellence is an art won by training and habituation. We do not act rightly because we have virtue or excellence, but we rather have those because we have acted rightly. We are what we repeatedly do. Excellence, then, is not an act but a habit.”

Aristotle quotes (Ancient Greek Philosopher,

Learning a proven methodology is key. One that is easy to recall under pressure is your sure-fire way to get your message across in all kinds of settings, not just media interviews. Our clients get just that in learning the well-respected Media Skills™ concepts that are the foundation of our coaching sessions.

We love to train spokespersons at Bespoke Communications. If you want us to provide a quote on a media training program, webinar or a one-off workshop, please contact Amber Daines.

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A Media Skills™ Trainer