

Working with the media

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Understanding the media

- * What constitutes the media
- * Who are they
- * How many of them are there
- * What are the programs
- * What interests the media (what is news)

Understanding the local media

- * How many of them are there
- * Who are they
- * Who are the key players
- * What programs of interest

What is news

- * Processes
- * TV
- * Radio
- * Newspapers
- * Internet

What to do when approached

- * WHY DO YOU WANT TO GO ON?
- * Find out all about it
- * Give yourself time to think
- * Answering questions Vs getting the message across

Preparation/What are you going to say

- * Key messages
- * Difficult questions
- * Phrases to take control

Dos & Don'ts

DO

- * Get to your most important points first
- * Avoid getting trapped into stating a critics position.
- * Support statements and assertions with FACTS or third-party evidence wherever possible.
- * Comment from the widest viewpoint possible.
- * Make it personal.
- * Try to mention Rotary at least once.
- * Try to use the PREP method to arrange your thoughts and argument
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 - * Point
 - * Rationale
 - * Evidence
 - * Point

Dos & Don'ts

DON'T

- * Say anything OFF THE RECORD.
- * Let words be put in your mouth.
- * Guess or speculate.
- * Argue or attack the media.
- * Use jargon.
- * Feel you must limit yourself to answering only the questions asked.
- * Get lulled into a false sense of security.

Developing relationships

- * Do you trust someone you don't know?

Other things to consider

- * What to wear
- * Empty pockets
- * Sit forward and sit up straight
- * Where to look
- * Consider your audience

**Be yourself, be able to listen,
be brief**