

Dealing with the Media

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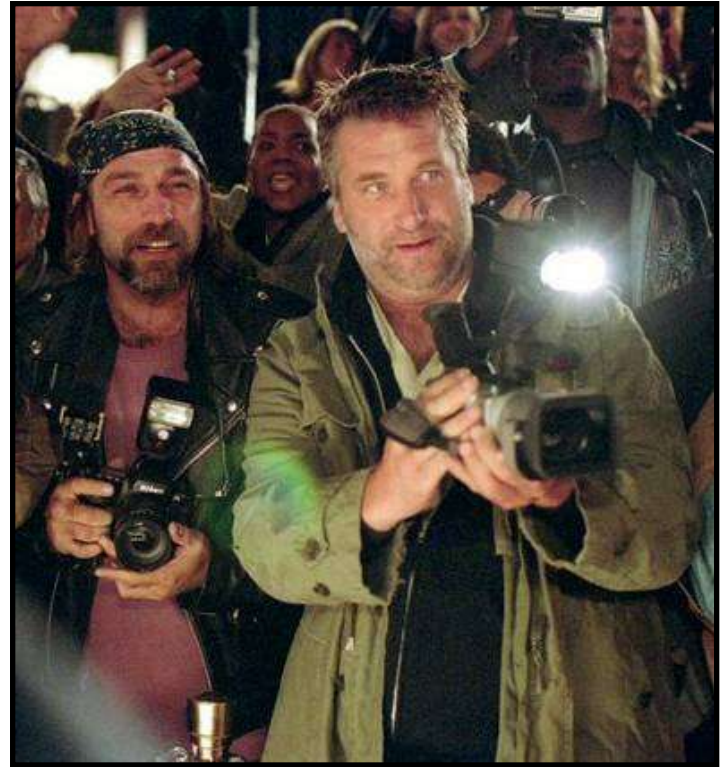
Australian Bureau of Statistics

About me

- 25 years media experience
- Journalist, CoS, News Director
- Defence Media
- Joined ABS – January 2009

The Media

- Newspapers
- Magazines
- Television
- Radio
- Internet
- Mobile phones/hand held
- Email



The Media

- Principle source of information for the community.
- Best way to reach the maximum number of people in the shortest possible time.

What is news?

*News is any story likely to interest viewers, readers or listeners because it contains one or more **News Values**:*

- Controversial
- Unusual
- Unique/First
- Dramatic
- Funny
- Relevant to audience
- Entertaining
- Informative
- Visual
- Critical/expose

Surviving a media contact

- Find out what the media needs and wants
 - Deadlines
 - Information
 - Interviews
 - Angles

Surviving a media contact

- Be prepared
 - Know your subject
 - Know what other issues are around
 - Prepare key messages
 - Practice/Rehearse

Interview prep

- Prepare **key messages** as ‘**grabs**’ that you wish to communicate
- Have three or four grabs prepared
- Concise (30 words maximum)



Interview prep

- Rehearse your grabs
- Rehearse likely questions, using Control Phrases to bridge back to your grabs
- Choose your location carefully
- Assist the media
- Make yourself aware of any other issues that you might be asked about

The Interview

- Remember your key messages
- Don't use jargon or acronyms
- Don't waffle
- Don't repeat negative or emotional words
 - i.e. “We are not incompetent...”
- Never say “no comment”
- You are always on the record

Use Control Phrases

- Control Phrases allow you to shut down an unwanted question and bridge back to your key messages (grabs)
 - “What I can tell you is...”
 - “The important thing to remember is...”
 - “The real issue is...”
 - “What we’re talking about today is...”
 - “I don’t know all the facts surrounding what you’re talking about, what I can tell you is...”
 - “That’s a question for Government, what I can tell you is...”

Remember

- **An interview is NOT a conversation**
- **Don't answer unwanted questions!**
 - Use the reporter as a communication conduit, you don't have to answer their question with the answer they want
- **Talk to your target audience**
- **Stay on message**
- **NEVER speculate**

What not to do during an interview



Giving the right kind
of information to news
media is the key to
success

Questions?

