

From...

***The Public Relations Practitioner's Playbook***

*A Synergized\* Approach to Effective Two-Way Communication*

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**\* (The whole works better than any one of its parts)**

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## **Media Training Techniques**

1. Know the facts – don't guess
2. Rehearse your message
3. Say it in 20 seconds
4. Help set the "ground rules"
5. Answer questions – stay alert – listen
6. Prepare for the worst – do your homework
7. Admit mistakes
8. Relate to the viewer, not the interviewer
9. Strive for informality
10. Humanize yourself
11. Think like the reporters think
12. Know journalists' language
13. Be politely persistent, but don't get angry
14. Localize your story
15. Lean forward slightly – positive body language
16. Tell it like it is – look at the interviewer
17. Stick to the subject – don't gamble
18. Dress for the occasion

19. Almost never go “off the record”
20. Keep it on a one-on-one basis
21. Never say “no comment”
22. Maintain solid eye contact
23. Avoid arguments and hostility
24. Provide advance biographical and background data
25. Be direct and friendly
26. Don’t fold your arms
27. Don’t clench your fists
28. Don’t squint at the lights
29. Suggest talking points before the interview
30. Always have at least two themes going into each interview
31. Anticipate questions to be asked
32. Know the reporter
33. Develop single sentence/catchy phrase to make point
34. Never guess and never, never, lie
35. Advance work – do it
36. Arrive early for questions and pre-talk interview (warm-up) with the reporter
37. Edit yourself as you speak
38. Practice talking about 150 words per minute
39. Use reporter’s name in an interview
40. Practice the art of bridging
41. The inconsistency trap

42. Be prepared
43. Prepare yourself mentally before the interview
44. Above all – be yourself