

Media Training  
Presented by Bob Jensen  
1-22-05

## **Public Speaking Tips**

Remember the 3 A's

Know your AUDIENCE - who do they associate themselves with, what do they think about themselves

ANALYSIS - when presenting your topic start with the common ground between you and your audience, make them comfortable with what you saying by saying things they probably agree with. When there comfortable try and take the topic to the message you really want them to hear, push further than there current way of thinking.

Conclude with an ACTION - give the audience something to do something to work on. Present a range of actions, not everybody can commit to the same level, remember the smallest action is still positives and can lead to further action down the road. Be patient know that your audience will not be as committed as you, if they were then they would be giving the presentation not you. Movements take time and every little step helps make it go faster.

## **The Media**

They will never be your friend  
Don't turn them into an enemy - you will need them

Always stay calm when taking to the media  
May not be a good idea to have someone from your group who is aggressive or hot tempered speak to the media

Remember they have the power, the control the information flow  
Never tell them or let them think that you think they're: Wrong, Bias, Dumb, and Unfair  
When speaking to them about the coverage try to use words like: Fair, Balanced, and Neutral

The journalist does not care about the corporate structure of the company  
The journalist feels that they are being fair  
Respect the journalists work

## Deadlines

The Journalist is overworked

Persistence is needed to get coverage, but, annoyance can kill your movement  
All contact with the media must be cleared with the entire group

4 things to know

What makes a story  
How the news room works  
What the journalist needs  
Deadline

### What makes a story

Only pitch a story that they can use  
Must be localized, give the local angle  
TV needs to have a visual  
Bring them the visual, create the visual

### How the news room works

Understand their newsroom  
Who reports to whom  
Who makes the decisions  
Separate the news department from the editorial page  
Tailor your story to the correct department and pitch it to the correct department  
One department does not have control over the other; they do not care what the other  
one said  
Know who might take your story and why they might take it.

### What the journalist needs

There are three levels of coverage

Level 1 - your talking points  
use bullets  
never more than 5

Level 2 - the summary

Level 3 - in depth document  
never lead with this  
give to journalist after they express interest in covering the story  
the journalist will throw the stories with the most reading away immediately,  
they do not have time to skim in depth information and would rather  
not on the desk at all

it

## Deadlines are insane

The journalist never has time

Your story must be short

The deadline can make the journalist easy to exploit if your story is well prepared for them

Respect their time and schedule

Start quickly, finish quickly, don't try to converse too much with them

Find out what their assignment is, what angle are they there to cover

TV - have 2 or 3 fifteen second sound bytes ready to record

2 facts is the maximum you should give them

anything else will either be cut and seen as a waste of time or be used to distort your message

## Letter to the Editor

There is a limit on how will be printed from one side

Stay concise, and then edit it down further

You can not change someone's mind in 150 words, your goal is to: get them thinking or talking

Editors like responses to things they wrote

respect that they had a limited space and extend their ideas to new points

More people read the letters than the editorials, speaking out or even the news

Make an op-ed request with a local and unique angle

Journalists, Editors, Reports: They are NOT your friend

they will fake being your friend

they will pretend to agree with you

they will lie to make them sound like your friend

When speaking to a member of this group keep repeating in your head "not my friend, not my friend, not my friend"

Journalist = Danger!, Reporter = Danger!, Editor = Danger!

Say it tightly

don't give them enough words to distort

don't give them an extra statement

keep them on your topic

repeat your points if needed

## Misquoted?

Try to resolve issue with reporter

If it is not a damaging misquote use it to build capital

tell the reporter that they were wrong but be nice and tell them your letting it go this time

Go to their supervisor only as a last resort

## **Visual Aids**

Use caution with visual aids that attract the camera  
Multi-group organizations should coordinate media theme  
Work with participants to keep them on message  
    use one person to speak to groups about this  
Tell reporter who is good on camera and when they will speak  
Don't give them something that looks silly on TV  
Don't give them something that visually can give the wrong message

The face of your movement should be a small group of people  
    keep this group fairly consistent  
    people who are easy to listen too  
    people who are not easily prejudged

## **Regaining Credibility**

Long term  
Start with someone who might be on your side - remember they are not your friend  
One person with a poorly placed statement can make the whole group look bad

## **Additional Information**

Cause Communications: Basic guides for media work for activists and non-profits.  
[www.causecommunications.com](http://www.causecommunications.com)

Institute for Media, Policy and Civil Society: Toolbox of tips, techniques, and templates for framing and conducting a media campaign  
[www.impacs.org/activism/activismkit.html](http://www.impacs.org/activism/activismkit.html)

The Ruckus Society: Media manual.  
[www.ruckus.org/man/media\\_manual.html](http://www.ruckus.org/man/media_manual.html)

Z Magazine: Alternative media watch.  
[www.zmag.org/altmediawatch.htm](http://www.zmag.org/altmediawatch.htm)