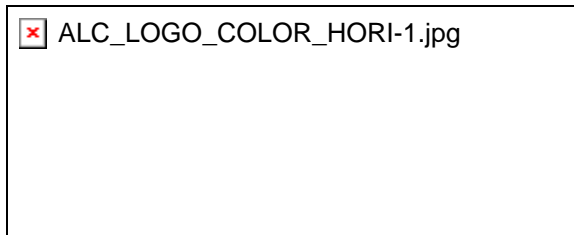


TV and Radio Appearances to Get Leads



February 2008

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Today's Topics

- The media interview agenda
- 3 stages of successful media interviews
- Special tips for TV and radio

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The Media Interview Agenda

- Reporter's agenda
- Your agenda
 - Set objectives
 - Key messages
- Result is interview control



3 Stages of Media Interviews

- Preparation
- Interview
- Evaluation

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Preparing for the Interview

- Give yourself time to prepare
- Do your homework; know the situation (is it taped or is it live?)
- Prepare support materials; for TV suggest graphics

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Preparing for the Interview

- Write down your three or four key messages
- Develop a Q and A document for yourself; including tough questions
- Practice out loud ahead of time

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Preparing for the Interview

- Remember your audience is not the reporter asking questions, it's the viewers or listeners

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Conducting the Interview

- Gain a friendly footing
- Weave your key messages into your answers early and often
- Play offense, not defense; seize every opportunity to convey your messages

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Conducting the Interview

- Be quotable; put in terms that people can relate to in their daily lives
- Speak to your audience
- Avoid industry jargon

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Conducting the Interview

- Help the reporter with accuracy
- On TV and radio, don't over answer; make sure your messages are succinct
- If you aren't sure what the reporter is asking, don't be afraid to ask for clarification

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Conducting the Interview

- Never say no comment, instead offer a credible reason why you can't talk about the topic
- Don't repeat negatives; stay positive
- Remember you are always on the record

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Conducting the Interview

- Stick to what you know, don't speculate; it's OK to say you "don't know"
- At the end of the interview, if a reporter asks if you have anything to add, repeat your key messages

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Evaluating the Interview

- Did I deliver my message points?
- Did I control the interview?
- Did I correct misinformation by the reporter?
- Did I stay positive?

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Tips for Radio

- Speak clearly and confidently
- If you are in your office, stand up and do the interview
- Inject energy and enthusiasm; a smile can come across the radio

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Tips for Radio

- Use a landline, not a cell phone for the interview
- Limit interruptions – look away from computers so emails won't distract you; close the door to your office

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Tips for Radio

- Avoid complicated language; speak simply and limit ums and ahs

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Tips for Television

- Never put your hand over the camera
- Remember that once a microphone is clipped to you, the station can hear everything you are saying

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Tips for Television

- Assume the camera is running; watch your facial expressions
- If you normally talk with your hands, do that
- Sit up and inject energy and enthusiasm when appropriate

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Tips for Television

- Look at the reporter, not the camera
- If you get tripped up, start your sentence over
- Avoid busy suits or patterns (solid suits in black, navy or brown with solid shirts or blouses are good options)

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Tips for Television

- For men, avoid ties that are too busy
- Collared shirts work best for clipping on microphones
- Look in mirror before going on camera

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Tips for Television

- Women, apply lipstick – brown shades come across better than pink or bright red
- Avoid clunky jewelry that can distract viewers or make noise during the interview

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Reminders

- Prepare for every interview
- Anticipate reporter's questions
- Repeat key message points
- Control the interview

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