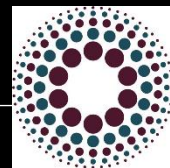




MEDIA TRAINING

Feb. 2021

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NO NO COMMENT



FACEBOOK CANADA



THE ELEVATOR PITCH



Who are you



What do
you do



Why should
I care

IN 30 SECONDS OR LESS



WHAT YOU NEED TO KNOW ABOUT THE MEDIA



The media industry is shrinking in Canada; resources are slim – so understanding what the media wants is key.



Build relationships with the media. This helps you understand them and they understand you.



The media provide opportunities to tell your story in many different ways





01

THE NEW MEDIA
WORLD

WHAT'S NEW



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**THE CITIZEN JOURNALIST
IS EVERYWHERE**

ROLE OF THE SPOKESPERSON

- You are the go-to person
- A bit of a generalist
- Illustrate a point through examples, stories, and analogies
- Ensure that they help you make your point and do not minimize or exaggerate your message
- Do not answer questions that are not within the scope of your organizational responsibility
- Tell the truth





02

WORKING WITH THE
MEDIA

THERE IS **POWER** IN **SIMPLICITY**

Sir Harold Evans, former editor of the Sunday Times, writes in his book on editing – Do I Make Myself Clear:

Why writing well matters – why say, “at this point in time” when you can simply say “now”? or “full” instead of “filled to capacity.” You get the idea – less is more powerful.



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JOURNALISTS AND COMMUNICATION

Tu Thanh Ha: Reporter at The Globe and Mail:

“Sometimes I get a press release and I have no idea what they are talking about, even though I recognize each individual English word.”

“We have streamlined our client roster to create a cohesive story for our media guests looking for anything sustainable lifestyle related...we load into the impressive venue and carve out intimate vignettes for each brand...the experiential activation is designed to creatively tell each brand’s story...”



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THINGS A JOURNALIST VALUES

- Usable information
- Understanding their needs, priorities
- Responsiveness
- Articulate and focused spokespeople
- Transparency and honesty
- Communications ... in good times and bad



ONCE YOU'VE DECIDED

- Know your journalist – how does she or he tell a story?
- Know what is in the news that day – scan the media to see if there are any headlines related to you or your organization.
- Come armed with your key messages.
- Relax and have fun.



SETTING UP – THE CAMERA DOESN'T BLINK



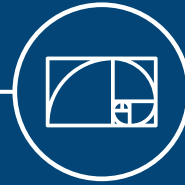
Dress like you're going into the studio



A quiet room is good. A locked quiet room is better.



Start with a clean, professional background



The beauty shot: elevate your laptop



Light it up. More is better

EFFECTIVE DELIVERY – WHAT YOU CAN CONTROL



Verbal delivery

- Volume
- Articulation
- Rate
- Inflection
- Enthusiasm
- Determined pauses



Non-verbal delivery

- Eye contact – where to look
- Dress
- Gestures
- Energy
- Stances



BODY LANGUAGE

Tips for Successful Interviews



of meaning comes from content



of meaning is paralinguistic (voice)



of meaning comes from body language, appearance



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BRIDGING KEY MESSAGES

1.

— That's an interesting question, let me remind you though...

2.

— Before I forget, I want to tell your audience...

3.

— Let me just add...

4.

— While X is certainly important, we can't forget Y...



THE ANDREW MARR SHOW: BBC ONE



10 TIPS FOR A SUCCESSFUL INTERVIEW

1. Deliver the headline first – get straight to the point
2. Use your key messages at every credible opportunity
3. Stay positive – don't repeat the negative
4. Never say "no comment"
5. Don't speculate or answer a hypothetical question
6. Answer the same question with the same answer
7. Be a good listener – don't be afraid of silence
8. Stay on topic
9. Tell the truth
10. Be yourself





03

THE INTERVIEW

TAX STRATEGIES INTERVIEW



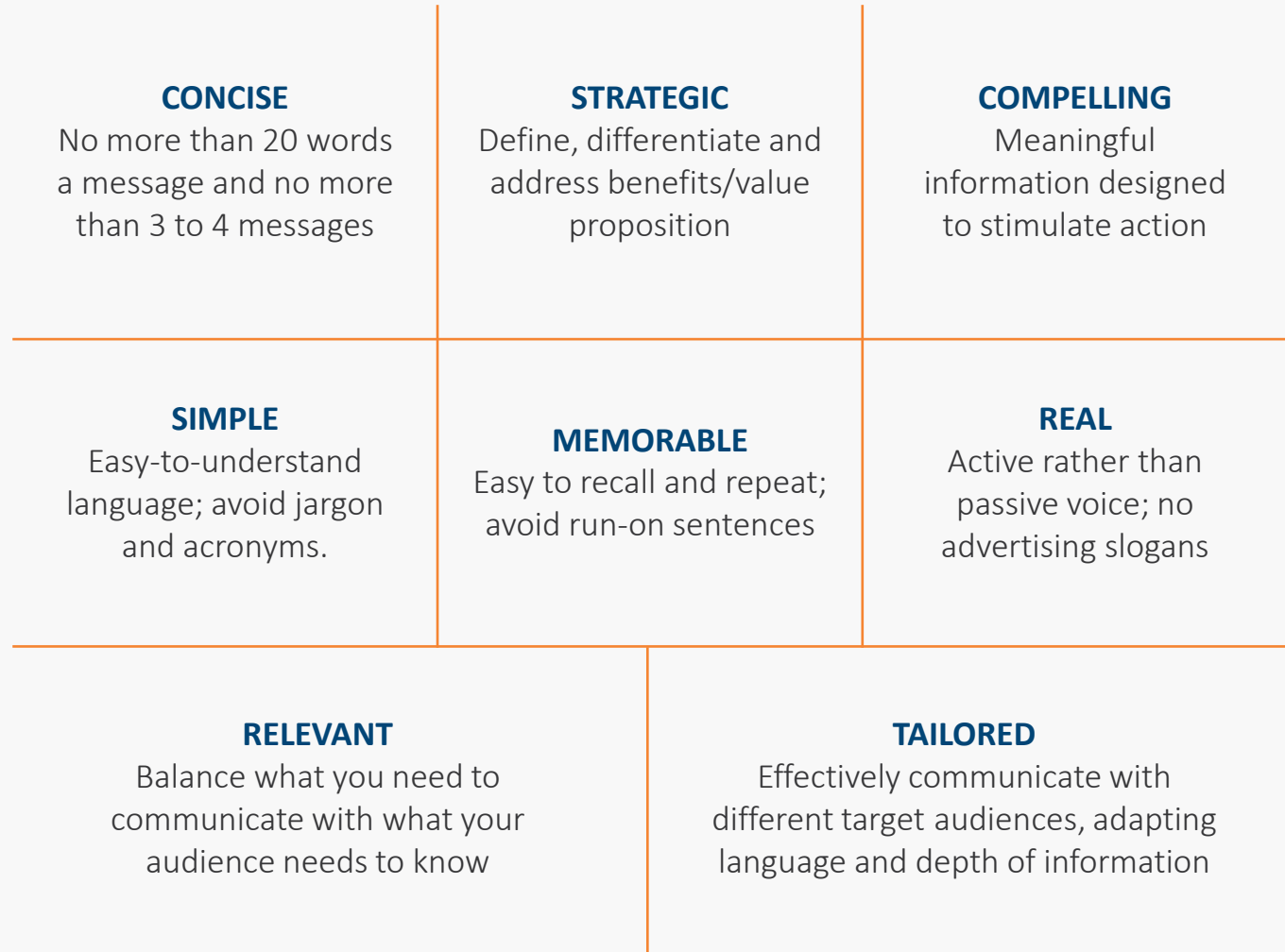


04

DELIVERING THE
MESSAGES/ THE
SCENARIOS

DEVELOPING YOUR GAME PLAN

Key messages to ask
yourself what you want
them to remember





QUESTIONS?

N|A|T|I|O|N|A|L