**MEDIA INTERVIEWS & PRESS CONFERENCES**

**SUMMARY**

**ANTICIPATED OUTCOMES**

* Preparation to be in front of the camera.
* Understanding importance of spoken communication & visual communication
* Practical advice in ways to handle media interviews & press conferences
* Learned skills in planning press conferences.
* Learned skills in setting up press conferences.
* Learned skills in handling press conferences.
* Practical experience in handling a simulated press conference.

**MEDIA INTERVIEWS**

1. Two very distinct **forms of communication** take place during Media Interviews & Press Conferences. They are SPOKEN communication and VISUAL communication. Both are equally important.
2. The best way to appear less **nervous** is to KNOW YOUR FACTS and think about what you want to say in the most CONCISE manner.
3. **Interview Tips**:

* Meet with the interviewer to GET ACQUAINTED and SET THE DIRECTION of the interview.
* Look at the INTERVIEWER, not the camera.
* An “elevator speech” is a 30-SECOND STATEMENT that provides an overview of your organization or issue.
* It is important to have FACTUAL DATA to support your main points.
* Long-winded answers make it appear as if you are AVOIDING a direct honest answer.
* It is a good idea to take deliberate PAUSES between your thoughts and ideas.
* Don’t be afraid to RESTATE poorly worded questions to keep on track.
* It is OK to ADMIT when you do not know the answer to a question.
* Speculation only creates more STORY LINES for the media.
* Being well prepared increases your chances of emerging victorious even under ADVERSE CONDITIONS.
* It is a good idea to invite viewers to inquire for FURTHER INFORMATION and/or FOLLOWUP.
* A PRESS KIT contains stories about your organization, issues, and people served.

**PRESS CONFERENCES**

1. Unlike media interviews, press conferences are usually **requested by** INDIVIDUALS OR ORGANIZATIONS.
2. Press conferences usually **deal with** URGENT or TIME-SENSITIVE issues of interest to a wide audience.
3. During a press conference, you usually have LESS CONTROL over the **line of questioning**.
4. In most cases, the entire press conference is likely to be **reduced to a few** SOUND BITES.
5. **Before** holding a press conference, it is very important to first determine if the information is NEWSWORTHY.
6. To be well prepared, the **planning process** for a press conference should begin at least TWO WEEKS ahead.
7. A BRAINSTORMING session with **key staff and/or management** is recommended to decide what to say.
8. In addition to the facts being considered, make sure to consider the **target** AUDIENCE and **tone** of SPEECH
9. It is extremely important to discuss ways to provide **concise** ANSWERS to **anticipated** QUESTIONS.
10. A PRESS STATEMENT providing a concise description of the issue at hand is **delivered at the start** of the press conference.
11. When considering a location, SPACE, LIGHTING, and WEATHER CONDITIONS are 3 **important considerations**.
12. When planning the **location** for a Press Conference, it is always a good idea to have a CONTINGENCY plan.
13. Having an **organized list** of local MEDIA MEMBERS is a crucial part of holding well-attended press conferences.
14. A 1-page summation distributed to invited local media members describing **where and when** the press conference will take place, and **what topics** will be covered is called a NEWS RELEASE.
15. An **AP (Associated Press) Style document** containing Contact Information, Headline, Story and ### distributed *after* the press conference is called a PRESS RELEASE.
16. Always allow **sufficient advance time** to SET UP and TEST any equipment that will be used.
17. Banners, signs and/or posters with **organization logos** printed on them help to reinforce your BRAND.
18. A PUNCTUAL start is extremely critical because of **deadlines and rendering times** required by reporters & editors.
19. Expressing GRATITUDE toward media members **shows respect** for the time they have taken to attend.
20. Press releases should be **emailed to media** who were unable to attend, so they have the INFORMATION.
21. After the press conference, an EVALUATION of all **logistics** will help to ensure improved execution in the future.

Review of Sequential Steps . . .

* **REASON** for Press Conference determined
* **BRAINSTORMING SESSION** conducted
* **TARGET AUDIENCE** identified
* **PRESENTER(S)** identified
* **ANSWERS** to **ANTICIPATED QUESTIONS** prepared
* **PRESS STATEMENT** prepared
* **VENUE, DATE & TIME** determined
* **NEWS ADVISORY** prepared & distributed
* **PRESS RELEASE** prepared
* **EQUIPMENT** set up & tested
* **VISUALS** placed (branding, show & tell)
* **PUNCTUAL START**
* **PRESS RELEASE** distributed
* **PRESS KIT** distributed
* **EVALUATION** performed

**Community Television of Knoxville**

TRAINING WORKSHOP PARTICIPANT FEEDBACK

**Workshop Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Instructor Name(s): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**CONTENT** Please describe some of the MOST IMPORTANT things you learned.

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**INSTRUCTOR** Please let us know what you thought about the PREPARATION & PRESENTATION SKILLS of the instructor(s).

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**METHODS** Please let us know what you thought about the effectiveness of the TRAINING METHODS used. *(PowerPoint, lecture, discussion, videos, activities, etc.)*.

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**RELEVANCE**  Please let us know how relevant you think the training was to the JOB you currently perform, or may perform in the future.

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**RECOMMENDATION** Please let us know WHY you would *(or would not)* recommend this workshop to someone else.

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**FOLLOWUP** Please let us know if you would like for us to follow up with you regarding ADDITIONAL TRAINING OPTIONS provided by CTV in any of these areas:

[ ] media interviews & press conferences [ ] documentaries

[ ] public service announcements [ ] television programs

[ ] other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ [ ] social media