

# SUCCESSFUL HANDLING OF MEDIA INTERVIEWS AND PRESS CONFERENCES

Increasingly, business and professional people are being requested to meet the media. They may be asked to appear on television, on a radio talk show or be interviewed by a journalist from a local, national, or international newspaper or magazine. Most people feel extremely nervous about such interviews. Yet, they are becoming more unavoidable and even *essential* for success in business. BUSINESSES HAVE BECOME TARGETS OF, AND MORE ACCESSIBLE TO, MEDIA SCRUTINY. Therefore, how you project yourself during an interview is crucial to your company's image.

## ABOUT THIS SEMINAR

This is an intensive three-day participant - oriented seminar. Participants will learn how to deal confidently with journalists, whether print, radio or TV.

They will learn how to transform a potentially nerve-wracking experience into a golden opportunity to promote and obtain positive publicity for their organizations.

If you feel your organization is being victimized by the media, this is your opportunity to do something about it.

## WHAT YOU WILL LEARN

Among the many things you will learn at this seminar are:

- **Ten techniques for dealing with nervousness**
- **Five ways of rephrasing a question to work for you**
- **The essential media technique of "bridging"**
- **Eight methods of dealing with a difficult interviewer**
- **Twelve tips of effective body language**
- **Four techniques for controlling your environment**

## SEMINAR OUTLINE

### Introduction

- Participants' objectives
- Pre-seminar assignment

### News

- The elements of news
- The factors of news
- Types of news

### The Media

- General
- Types of Media Interviews
- Media Terminology

## **Journalists/ Reporters**

- Who they are
- Their pressures
- How to get them on your side

## **Handling Media Interviews for Print, Radio and T.V.**

- Dealing with the interview request
- Off-limits letter
- What to do if they get it wrong

## **Preparation for the Interview**

- Mock interviews; rehearsing
- Information to collect and notes to prepare
- Presenting the information
- Preparing appropriate answers

## **During the Interview**

- What to say and what not to say and when to do it
- How to look and sound: dressing for success and sounding in control
- Dealing with a difficult interviewer; staying in control

## **Dealing with a Crisis**

- Defining a crisis
- Managing a crisis
- Communicating with the media during a crisis
- What to do after a crisis

## **The Crisis Management Team**

- How to set one up
- Who should be on the team
- What are the team's functions

## **The News Conference**

- Whom to invite
- How to prepare
- Dealing with reporters' questions

## **Video Feedback**

- Dealing with real cases
- Participation in interviews on video
- Video feedback
- Suggestions for improvement

## **WHO SHOULD ATTEND**

Executives, professionals and senior managers with spokesperson responsibilities for their organizations. In particular, people responsible for public affairs, public relations, labour relations, and human resources in general, anyone having contact with the media.

## **HOW YOU WILL LEARN**

A variety of methods will be used to ensure that the three days will give you practical skills that can be used in your next interview.

**WORKNOTES:** A binder of work-notes will be provided to minimize note-taking and act as a continuing valuable reference for on-the-job use.

**LECTURES** will be kept to a minimum and will serve mostly to stimulate discussion and to ensure the seminar leader's knowledge and experience are thoroughly explored. Lecture material will be reinforced by the use of PowerPoint and DVDs.

**ROLE PLAYS:** This will give you the opportunity to have a "dry-run" before using your new skills in your next interview. You will be video-taped while doing these and receive feedback from the seminar leader and your fellow participants.

**CASE STUDIES** will be used to engage you in lively problem scenarios with your fellow participants.

**DVDS:** A number of excellent videos will be used to assist in getting major points across and as task and discussion starters.

**GROUP DISCUSSIONS** will enable participants to learn from each other and provide a cross-fertilization of ideas.

Find out about:

- What constitutes news
- What the media do; how they work
- What they want
- The terms of the interview and the crucial negotiation
- The importance of non-verbal communication
- Anxiety: the interview killer
- What to do in the event of a crisis

### **PICTURE TEST**

During the seminar, a video recording will be made of interviews. You, the participant, get to keep the video which you can subsequently view in the comfort of your own home and refer to feedback forms provided by the seminar leader and other participants.

THIS SEMINAR WILL CONSIST OF A LIVE ACTION-ORIENTED AND PARTICIPATIVE FORMAT WHICH YOU WILL FIND ENJOYABLE, EN-LIGHTENING, STIMULATING, PRACTICAL AND VALUABLE TO YOU AND YOUR COMPANY

### **SEMINAR LEADER**

Paul Loftus has appeared on CBC TV's current affairs program "Take 30"; CFCF TV's talk show "Montreal AM Live"; ZBM Television in Bermuda; and CBC's radio program "Home Run". He has been interviewed by *The Globe and Mail*, *The Gazette* (Montreal), *The Montreal Down-towner*, *Verve Magazine*, *Chateline and Reader's Digest* in Canada; *The Sunday Telegraph* and *Executive PA* of London, England; and *The Royal Gazette* and *The Mid-Ocean News*, Bermuda. He has also appeared on CBC TV's talk show "Geraldine", and co-hosted a community program in Montreal on Channel 9 CF Cable TV, Videotron and CJNT. He has also been interviewed in French on *Quatre Saisons* in Montreal and TV 3, France.

As a freelance journalist Mr. Loftus has had many articles published, the most recent being "Performance Appraisal Background and Systems", which appeared in the October/No-

vember 2009 issue of *Bermudian Business*. He is also the co-author of

“Time Well Spent: Getting things done through effective time management”, published in 2009 by Kogan Page. His articles have been published in *The International Management Development Review*, published by Management Centre Europe; *Management News*, published by the Singapore Institute of Management; *Management*, published by the Malaysian Institute of Management; and *Industrial and Commercial Training*, published by MCB University Press (UK). Mr. Loftus was the cover/feature story writer for the quarterly business magazine *Executive PA*, published by Harmsworth Connect (UK) and is a member of the editorial advisory board for *Industrial and Commercial Training*. He is the editor of ICCC News Montreal. He has also done special television reporting for the CBC and CFCF Cable in Montreal and Roger's Cable in Toronto. Mr. Loftus is also a well-known speaker and has had speaking engagements in Canada, the USA, the UK, Germany, Argentina, Taiwan, Singapore, Malaysia, Indonesia, India and Ireland. He conducts his own seminar on Successful Media Interviews in which he shares many of his experiences as both a media interviewer and a media interviewee. He holds a Certificate in Journalism from Concordia University in Montreal and is completing a Certificate in Public Relations at the same institution. He is a Director of the Montreal Press Club.

