



**Corporate Media Services Pty Ltd**

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# Australian National Parking Workshop

Handling and Using  
**The Media**

# Course Guidelines

# Course Guidelines



- » Phones off or on silent
- » Take all calls or emails outside
- » Ask questions at any time
- » Park issues for discussion later
- » Workbook – space for notes

“The greatest problem with  
communication is the illusion that it  
has been accomplished”

George Bernard Shaw



**Speak**

Communicate

Engage

**Media**

**Listen/read**  
**Understand**  
**Acknowledge**  
**Act**



# The Media

# The Media



- » A business
- » Competitive
- » Beneficial
- » But - can be destructive
- » Creates facts

# The Journalists

## The Journalists

- » Ambitious
- » Suspicious of you
- » Stressed/rushed
- » Lazy/sloppy
- » Face deadlines
- » Want 'wow' factor



You

You



- » Need to focus on the outcome
- » Need to understand their needs
- » Need to build relationships – cautiously
- » Need to be on-guard
- » What is your objective?
- » Who is your audience?

You can only control



- » Your attire
- » Your body language
- » Your verbal language

# Interviews

# Interviews



Prepared and  
Confident

- » Prepare prepare prepare
- » Buy time if not prepared
- » Combine information with key messages
- » Stick to your concise **KEY MESSAGES**
- » Repeat them
- » Be confident and natural
- » Remain calm

# Key Messages

## Key Messages

- » They are also called 'grabs' or 'quotes'
- » Formulate about three
- » Fold them through the interview
- » Make sure they are concise and clear
- » The longer the interview the more information required – but do not get distracted from your key messages



# Presentation

# Presentation

- » What are you wearing?
- » Is your attire appropriate?
- » Dress conservatively
- » Less is best
- » Concentrate on your upper body
- » Hair/glasses/clutter
- » Is the background appropriate?



# Interviews Performance

# Interviews Performance



- » Be direct & firm
- » Say it how it is
- » Don't ignore the question
- » If legally appropriate don't be afraid to say "yes" or "no"
- » Don't be afraid to agree, if appropriate
- » Don't be afraid to stop talking

# Interviews Performance



- » Avoid “no comment”  
Alternatives are:
- » It’s not appropriate for me to answer that, but I can say...
- » I can’t touch on that due to...but I can say this...
- » I can’t get into specifics but broadly speaking I would say...
- » Let me answer it this way...

# Interviews Performance



- » Don't repeat the words of the journalist.  
Alternatives are:
- » That's not correct...
- » No, that's not the case...
- » I don't agree with that assessment...
- » That's not my view...
- » People are entitled to their view, my view is this...

# Interviews Performance



- » Never address a hypothetical
- » Don't go off the record
- » Don't use jargon
- » Stay on message
- » Don't get dragged off the point
- » Be definite – not “I guess” or “I think”
- » Speak in ‘grabs’ or ‘quotes’

# Bridging Phrases

## Bridging Phrases



- » The first thing I'd like to say...
- » Let me say this about this issue...
- » I'll make this very important point...
- » I know people are concerned but the main point I need to make is this...
- » I understand why people are upset but the major issue for the public is ...

ABC

ABC

**A**cknowledge

**B**ridging phrase

**C**ommunicate your  
message...

or

**E**mpathy

**A**cknowledge

**B**ridging phrase

**C**ommunicate your  
message...



Conclusion

## Conclusion



- » What is your objective?
- » Who is your audience?
- » Stick to your **Key Messages**
- » Make the most of the opportunity
- » Take control
- » Practice

# The Bottom Line

## The Bottom Line

- » Look professional
- » Sound professional
- » Stay 'on message'
- » Remain calm



# Checklist

# Checklist

- » Take time to prepare
- » Check your messages
- » Practice your messages – out loud
- » Check your photo/filming position
- » Calm yourself
- » Don't get ambushed
- » Don't panic



## Checklist

- » Don't repeat the words of the journalists
- » Don't get into an argument
- » Don't try to be perfect
- » Look professional
- » Sound professional
- » Stay 'on message'
- » Remain calm
- » Focus on the audience and the objective



# **Corporate Media Services Pty Ltd**

## **Media Training Presentation Skills Training**

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