

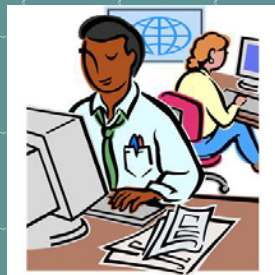
Crafting The Perfect Interview

FSBA President's Retreat

September 2013

Brad Hughes

bhughes@ksba.org



**SPECIAL
DEAL!!**

**BUY 3 FOR THE
PRICE OF 3!**

Kwik-MART

PRICES PLUS TAX & FRY

KIDSEXCHANGE

FAIL



HUNTERS
PLEASE USE
CAUTION
WHEN HUNTING
PEDESTRIANS
USING
WALK TRAILS

Texting while driving KILLS

For more driving tips, text "SAFETY" to 79191

SAFETY DISPLAY





I'M NOT RIGHT IN THE BEAD.COM

Portage Community
Education Center

**OUR
TEACHERS
MAKE A
DIFFERENCE**



Sand Creek Middle School

1/4	BOARD MEETING	DO 7
1/6	SPEELING BEE	9 AM
1/6	P T A MEETING	630



Test your communications' skills!

When The Reporter Calls You





Crafting The Perfect Interview

Taking a cold call from a reporter

- Establish reporter's name and media outlet
- Take notes of the reporter's questions
- Identify the reporter's deadline
- Buy yourself time to craft your message
- Set time, place of on-camera interview
- Confirm call back telephone number





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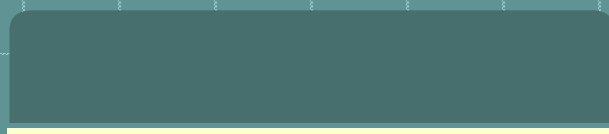
When a reporter calls, you have rights:

Ask questions of your own before giving answers

Learn what the story is about

Find out who else is saying what for the story

Decide: Am I the right person to be speaking about this?





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- “No Comment” is a message killer. Find a way to talk about what you want to talk about.



When You Call The Reporter





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Before you make the call:

What do you want the reporter to do?

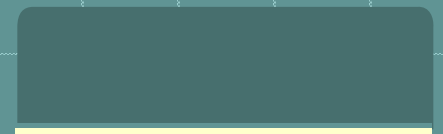
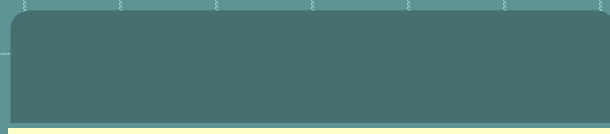
What do you want to be quoted saying?

Sending reporter to someone else

Name, phone number, timing

Seeking event coverage

What, where, when, contact





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PLAN your message

➤ **Three separate, distinct points:**

Lead point = main message

Second point = supportive example

Third point = Why main message matters

Do the math: $9 \times 1 \neq 3 \times 3$



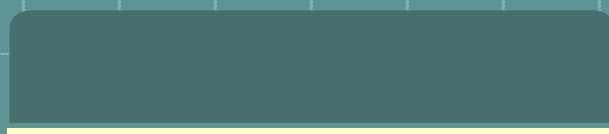
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PLAN your message

➤ Using examples and numbers:

The human element: Examples using people, common medical conditions, possible life changes

Stark, simple statistics: limit to one statistic per talking point





Crafting The Perfect Interview

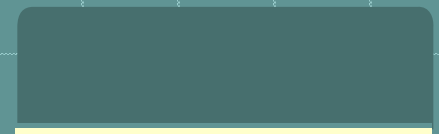
PLAN your message

➤ Preparing to use your three points:

Say your talking points out loud

Get someone to listen to you say your talking points

Get someone to ask you tough or complex questions

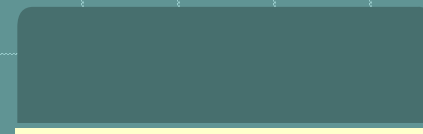
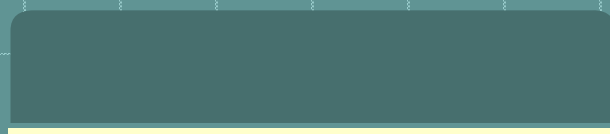
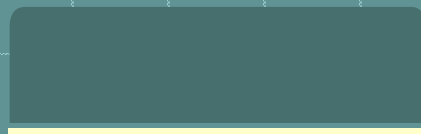




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**Anticipate media calls
and**

“Stinking” questions



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During
The

Interview





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The Media Soundbite (from Wikipedia)

A soundbite is a short phrase or sentence that deftly captures the essence of what the speaker is trying to say. Such key moments stand out better in the audience's memory.

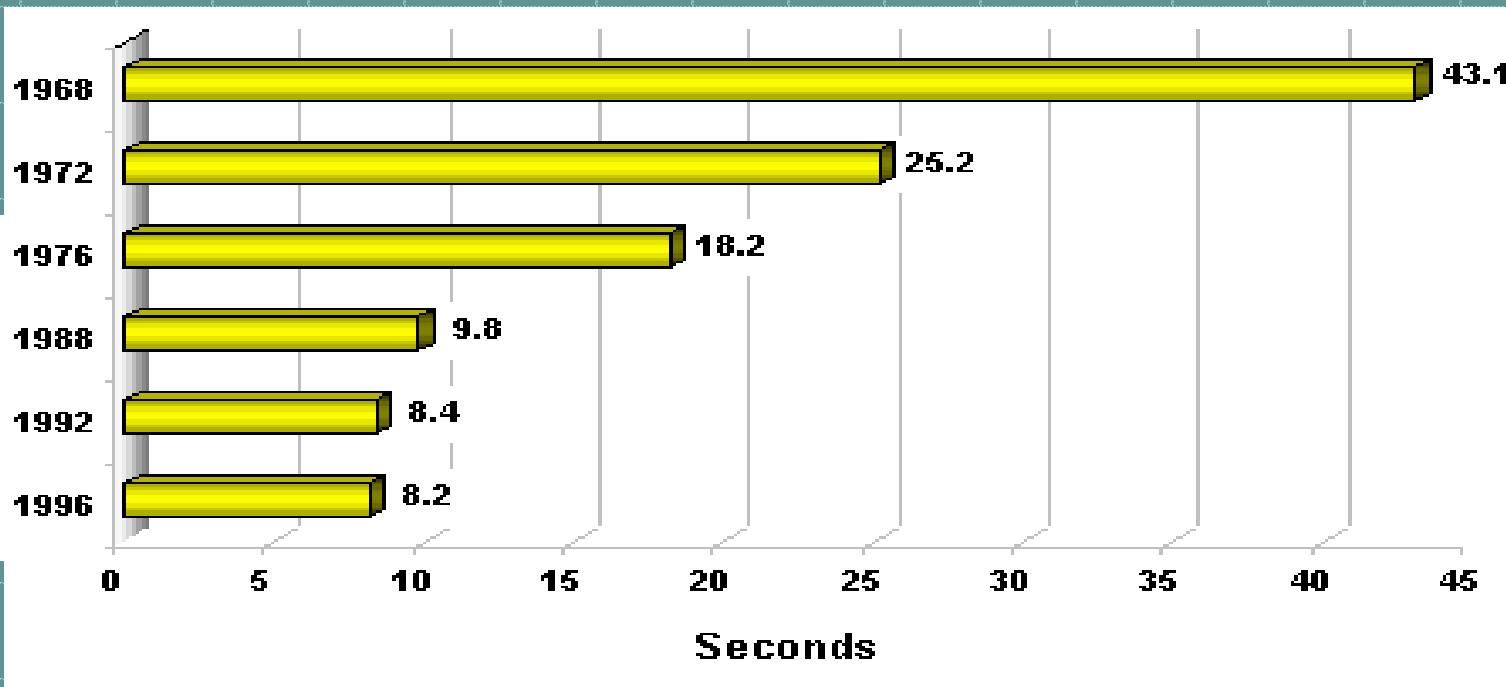
Soundbites sound best when delivered unplanned, (but) the planned soundbite can easily ring forced and cast doubt as to the speaker's integrity.





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"The Shrinking Soundbite" Presidential Campaigns on Network Evening News: 1968-1996



Source: Center For Media And Public Affairs/Brookings Institution

Crafting The Perfect Message

Quality quotes vs Headstone Horrors



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On hiring of Terry Holliday as state ed commissioner:

"He has served in virtually every level of a school district. He has really focused on outcomes. Where he was superintendent, schools saw significant gains in student achievement."



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Spokesperson on another school shooting:

"I don't think there's a silver bullet against school violence!"



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Spokesperson on state actions to prevent a day care center from hiring of an accused child molester:

"There's no such thing as a pervert test!"



Doing The Interview





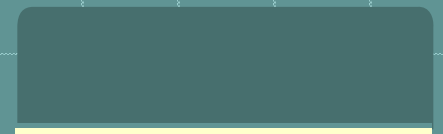
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Your role in an interview is that of a
teacher.



The reporter is your “class”.

Your message is the “lesson.”





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SAY what you want to say

- Stay on the three points you want to make
- Don't hesitate to remake one of your talking points in a later question
- Never try to answer a question you can't answer; say, "I don't know. I'll check and get back to you."





Crafting The Perfect Interview

SAY what you want to say

❖ **“Bridging”** can get you to
where the interview is about
what you want it to be about.



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The

Telephone

Interview



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Phone Interviews

Close the door; turn off anything that makes noise

Have your notes in front of you

Glass of water handy

Mouth at the mouthpiece

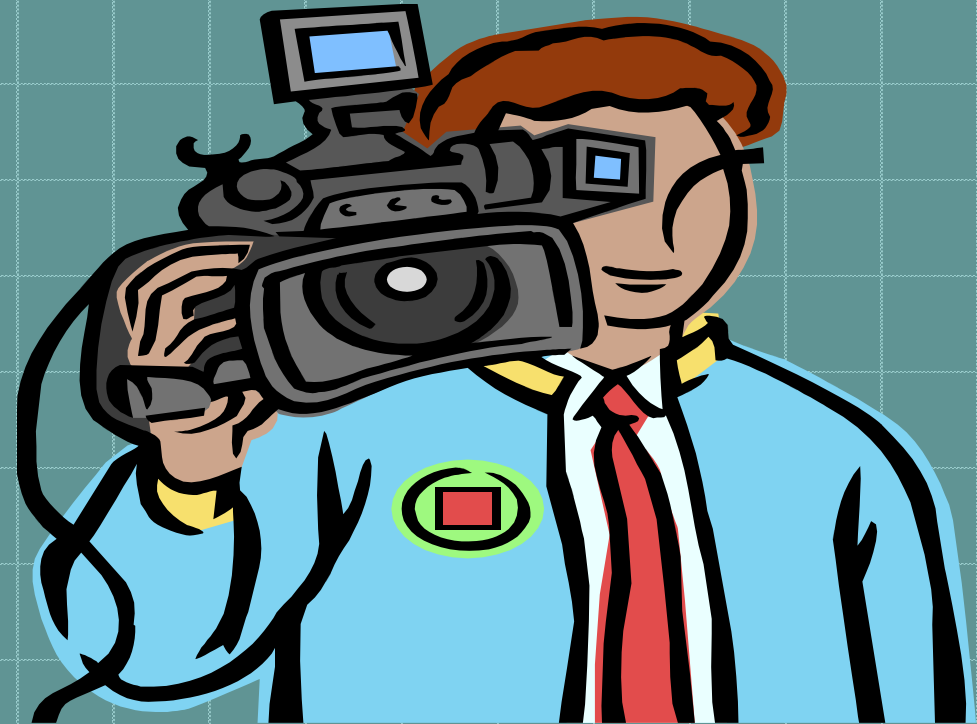
Limit use of speakerphones



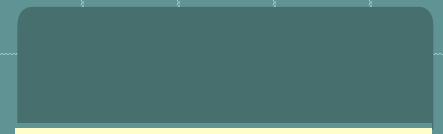
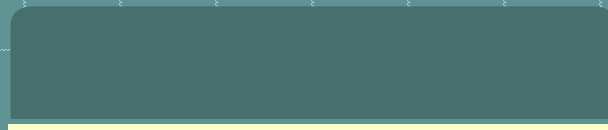
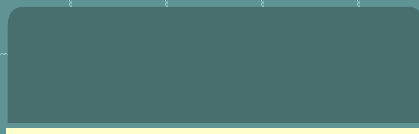
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The

On camera



Interview



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Before on camera interviews

Visit "the necessary"

Extra set of "official" clothes

Set the Stage:

Message re-enforcers

No background movements

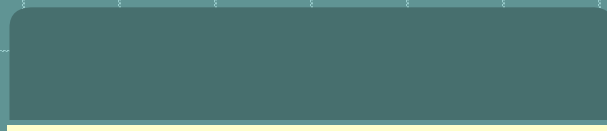
Pick your place



When the reporter / news team arrives:

Introduce self to all

Reconfirm issues to be covered



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During the Interview:

Seated – sit up straight, don't lean back

Standing: Be still, no rocking or swaying

Maintain eye contact with reporter

Be a naturally "animated" interview

Don't fear "dead air"



Handling news conferences and public meeting Q-&As

Listen attentively.

If it's helpful, jot down key phrases

When responding, use the questioner as the focal point but talk to the entire audience

Remember "bridging"



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Pitching a story

- ❖ When you “pitch” a story to a reporter, sell the idea of why readers, listeners or viewers should know about or would care about the subject, NOT why you think the reporter should write the story.



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- ❖ Never pass on an interview request just because YOU can't look or sound comfortable. Find someone else who is willing to do the interview. THEN help that person prepare.



After The Interview

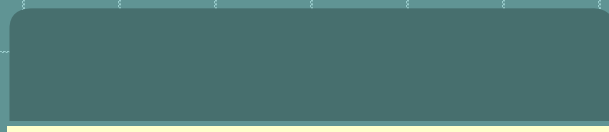




Crafting The Perfect Interview

After the Interview

- **Prepare, give the reporter a fact sheet featuring:**
 - All three points, perhaps as lead bullet points or as bolded text**
 - Include backup material that supports, expands your main points**
 - Keep it to a single, one-sided page of text**





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After The Interview

➤ Options beyond the interview:

Send your fact sheet to others via e-mail, fax

Post the fact sheet on your Web site's home or news page

Distribute the fact sheet at least to all senior association staff

If appropriate, provide the fact sheet to receptionists

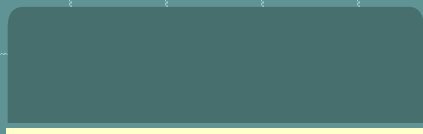
Distribute fact sheet to key communicators group



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After The Interview

- Clip, tape, read, review
- Ask other staff, key communicators if the message got through
- Modify your points based on what you learn





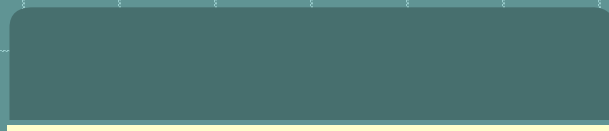
Crafting The Perfect Interview

After The Interview

When a reporter gets something wrong, you have the right to call up and talk about it!

If the story involves a controversy, it will probably lead to a follow-up story.

If information is wrong in the first story, it will remain wrong unless the error is pointed out.



Making

News at the



Board meeting

❖ Agenda

❖ Presentations

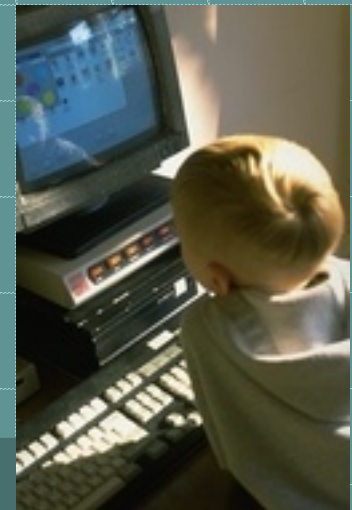
❖ Meeting media management



IAK



It's
About
Kids



Time to put



what you learned

to the test!



