

Meet the Press: Tips & Techniques for Dealing With the Media  
Jim Armour, Summa Strategies Canada Inc.  
A Webber Training Teleclass

**Meet the Press**  
Tips and Techniques for Dealing with the Media

Jim Armour  
Vice President, Public Affairs  
Summa Strategies Canada Inc.  
Ottawa, Ontario, Canada

**SUMMA**

Hosted by Paul Webber  
paul@webbertraining.com

www.webbertraining.com May 3, 2012



**SUMMA**

2

**Session Goals**

- Comfort
- Confidence
- Control

**SUMMA**

3

**Session Goals**


- Practical tips on what to do when reporters call
- Crafting a memorable message
- How to maximize your impact and avoid pitfalls
- Getting the best from every interview

**SUMMA**

4

**Journalism 101**

- Professional motivation
- What makes news
- Objectives of a good story
- Working environment
- Rules of the game



**SUMMA**

5

**Quick Overview**

- **What to Say** - *Messaging, Proper Use of Facts and Reaching Your Audience*
- **How to Say It** - *Being Memorable, Bridging Away From Trouble, and Avoiding Pitfalls*
- **Where to Say It** - *Interviews (Print, Radio and Television), News Conferences and Scrums*

**SUMMA**


6

Hosted by Paul Webber (paul@webbertraining.com)  
www.webbertraining.com

Meet the Press: Tips & Techniques for Dealing With the Media  
 Jim Armour, Summa Strategies Canada Inc.  
 A Webber Training Teleclass

## What to Say

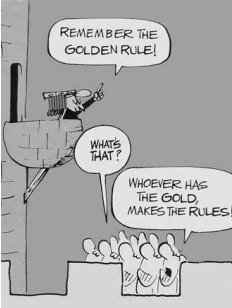
- State It
- Support It
- Simplify It



**SUMMA** 7

## State It

**The Golden Rule**  
 Never try to wing it. Always take the time to draw up a quick plan.



**SUMMA** 8

## State It

*THE MESSAGE BOX*

What we are saying about ourselves or our issue	What they are saying about themselves or their issue
What we are saying about them	What they are saying about us

**SUMMA** 9

## State It

Start with a positioning statement. What's the one thing you want them to remember.



**SUMMA** 10

## State It

Know Your Audience









**SUMMA** 11

## Support It

- Why people should care
- Facts good. Figures bad.
- Personalize things.



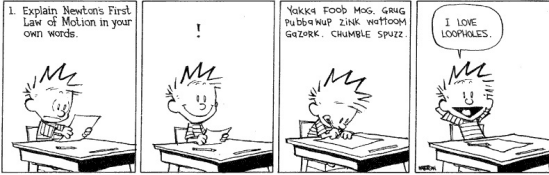
**SUMMA** 12

Hosted by Paul Webber ([paul@webbertraining.com](mailto:paul@webbertraining.com))  
[www.webbertraining.com](http://www.webbertraining.com)

# Meet the Press: Tips & Techniques for Dealing With the Media

Jim Armour, Summa Strategies Canada Inc.  
A Webber Training Teleclass

## Simplify It




- Stick to the basics and use analogies. Try to be a poet and not a PhD.

**SUMMA** 13

## Summary

- State It
- Support It
- Simplify It




**SUMMA** 14

## How to Say It


**Think in Sound Bites**

- Brief - 7 Seconds or 10 Words
- Self-contained
- No jargon or acronyms
- Be colourful



**SUMMA** 15

## How to Say It



**Bridging**

- Taking the discussion from hostile to friendly territory by smoothly transitioning into an area that fits your agenda

**SUMMA** 16


## How to Say It

How to Bridge Successfully

- Listen carefully to the question and answer, acknowledge or refute what you can
- Use a transition phrase that will help you get things back on track.
- "I hear what you're saying, but"; "I can't speculate on that, but"; "On the contrary, the real issue is"; or "Another challenge that comes into play ..."

**SUMMA** 17

## How to Say It



**Remember to Bridge and NOT Block**

- If you look like you're trying to hide the truth or avoid the question entirely, then you are in trouble.

**SUMMA** 18

Meet the Press: Tips & Techniques for Dealing With the Media  
Jim Armour, Summa Strategies Canada Inc.  
A Webber Training Teleclass

## How to Say It

### Answering difficult questions

- You can't ignore a tough question
- If you don't know the answer, say so
- If you can't answer, explain why
- Don't appear glib, dismissive or cold
- Stand your ground



**SUMMA**

19

## How to Say It

### Avoiding the Traps

- Loaded questions
- Hypothetical questions
- Dead air
- Playing dumb
- Between friends
- Personal opinion



**SUMMA**

20

## Where to Say It



**SUMMA**

21

## Where to Say It

### Face-to-Face (Print or Radio)

- Your body language says a lot
- The environment counts
- Know the issue in depth
- Remember that the reporter will talk to people with opposing views



**SUMMA**

22

## Where to Say It

### By Phone (Radio)

- Your tone and pace are important - stand up!
- Hard line without call waiting
- Minimize distractions



**SUMMA**

23

## Where to Say It

### Live Radio

- Talk to the Interviewer
- Listen to the questions
- Keep it conversational



**SUMMA**

24


Hosted by Paul Webber (paul@webbertraining.com)  
www.webbertraining.com

Meet the Press: Tips & Techniques for Dealing With the Media  
 Jim Armour, Summa Strategies Canada Inc.  
 A Webber Training Teleclass

## Where to Say It

Live Television

- Impressions are everything
- Eyes on the interviewer, not the camera
- Body language and voice
- Looks matter



**SUMMA** 25

## Dressing for TV




Colours; Patterns; Bling; Make-up and Minimizing Distractions

**SUMMA** 26

## Where to Say It

The "Double-Ender"

- Eyes in the centre of the lens
- The camera is always on
- Get comfortable with the earpiece
- Three's a crowd
- Wait for the "All Clear"



**SUMMA** 27

## Where to Say It




**News Conferences**

- Opening statement (5 min); Q&As (10-20 min); Ability to adjust your message; and Follow-up interviews

**SUMMA** 28

## Where to Say It



**Scrums**


- Reporters and cameras jostling; Mood a little testy; Questions coming fast and furious; and you are the rugby ball!

**SUMMA** 29

## Where to Say It

Scrums

- Stay calm and be brief
- Body language, tone and pace are important
- Tricks to staying in control
- Always have an exit strategy



**SUMMA** 30

Hosted by Paul Webber ([paul@webbertraining.com](mailto:paul@webbertraining.com))  
[www.webbertraining.com](http://www.webbertraining.com)

Meet the Press: Tips & Techniques for Dealing With the Media  
Jim Armour, Summa Strategies Canada Inc.  
A Webber Training Teleclass

## Conclusion



**SUMMA**

31

# SUMMA

100 Sparks Street, Suite 1000  
Ottawa, ON K1P 5B7  
(613) 235-1400 x251

[jarmour@summa.ca](mailto:jarmour@summa.ca)



32

## Coming Soon

- 07 May *(Free WHO Teleclass ... Europe)* **Keeping the Hand Hygiene Agenda Alive: Acting on Data and the Influence of Global Surveys**  
Speaker: Prof. Didier Pittet, World Health Organization  
Sponsored by WHO First Global Patient Safety Challenge – Clean Care is Safer Care
- 10 May **Best Practices for Eliminating CAUTIs**  
Speaker: Robert Garcia, Stoney Brook Medical Center, New York  
Sponsored by Sage Products Inc. ([www.sageproducts.com](http://www.sageproducts.com))
- 17 May **Bug Basics – Essential Microbiology for Everyone**  
Speaker: Jim Gauthier, Providence Continuing Care, Kingston
- 24 May **Healthcare Workplaces – Moving from Discord to Patient-Centered**  
Speaker: Dr. Irwin Rubin, Temenos Inc, Honolulu
- 31 May **Infection Prevention for Outpatient Settings: Minimum Expectations for Safe Care**  
Speaker: Dr. Melissa Schaefer, Centers for Disease Control and Prevention, Atlanta  
Sponsored by Virox Technologies Inc ([www.virox.com](http://www.virox.com))

[www.webbertraining.com/schedulept.php](http://www.webbertraining.com/schedulept.php)

Hosted by Paul Webber ([paul@webbertraining.com](mailto:paul@webbertraining.com))  
[www.webbertraining.com](http://www.webbertraining.com)