



# MEDIA TRAINING BOOTCAMP: THE 5 THINGS YOU NEED TO KNOW

by  
**Agent99**



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## Introduction

Media attention can be a game changer for your brand or business, but with so many brands vying for attention in a limited amount of top-tier media, getting quality earned media coverage is becoming more and more challenging, particularly during times where there are dominant world stories and headlines!

If you've never been interviewed before, or had limited experience where you felt uncomfortable or unprepared, media training is an incredibly effective way in helping develop the skills that allow you to get your brand's key messages across in a meaningful yet succinct way.

Once you can do that, journalists will come back again and again to utilise your expertise, and best of all, you'll benefit just as equally by getting your brand messages out to your target audience.

Here are some tips on how to be prepared to face the media:



### 1. Know what you want to say

It may be obvious, but many people go into an interview unprepared and not knowing what they want to say. This allows the journalist to dictate the entire direction of the interview and you risk not receiving any benefit for your time or expertise.

Make sure you spend at least ten minutes writing down the three key messages you want to convey, and then during the interview have them with you so you can ensure they are top of mind in your responses.

Defining your key messages is essential so you know exactly what you want to convey, and they should be short, focused on the benefits of your product or service, and in the tone and language that suits your brand and connects clearly with your audience.



### 2. Write responses to questions

One of the most common fears associated with interviews is the risk of being asked a tough question, so pre-empt them! Put together a list of questions you think you may be asked (both good and challenging), write responses which include your key messages, and practice, practice, practice!

Once you feel comfortable doing that, have a colleague or friend act as the interviewer and ask the questions out loud to get you used to responding to the questions verbally. Doing this will help you feel more confident as you step into any interview.



### 3. Don't be afraid to control the interview

Even though you are being asked the questions, that doesn't mean you have zero control. If the journalist starts steering the questions down a path that isn't relevant, or you don't feel comfortable with, it's important that you bring the focus back to your key messages and the topic you envisaged discussing. Practice and more in-depth media training can teach you how to maintain your composure throughout tricky interviews, and lead to the desired outcome.

Also, if the journalist says something that you feel is incorrect, flag it with them. It's better to clarify it straight away than risk a piece being published that doesn't properly convey you, your brand, or your message.





#### 4. Be aware of your body language

If it's an on-camera interview, you might naturally want to cross your arms or lean back in your chair, but posture and certain body language can make you come across as nervous or uncomfortable.

Some simple tips include sitting up straight and smiling. Also, don't fidget, or wear distracting clothes/jewellery, as this will take the focus of your audience away from the messages you are there to deliver.



#### 5. Remember to breathe

If you find yourself feeling nervous, deep breathing is one of the best ways to lower stress. When you breathe deeply, it sends a message to your brain to calm down and relax. The brain then sends this message to your body, which will help you come across more at ease.

Also be mindful of the speed at which you're talking. People tend to speak faster when nervous, so use a short breath to create a brief pause. This will help you keep an even pace with your speech patterns, as well as present yourself as confident and comfortable when being interviewed.

### In summary

Anxiety and lack of preparation can cause us to trip up, appear tense or unprofessional, or even misspeak. These situations can tarnish not only your personal brand and reputation, but also the credibility of your organisation.

Media training can help you overcome these challenges by learning how to have clear and effective communication. By following the tips presented here, you'll have the tools to be calm, collected and confident for your next media opportunity.

#### Meet Sharon Zeev Poole, Founder and Director of Agent99



Agent99 finds its success from the combined skills and experience headed by its Founder and Agency Director, Sharon Zeev Poole.

Having worked internationally on high profile brands such as Warner Bros. Pictures and Starbucks Coffee, Sharon leads her team by drawing on over two decades of experience in the industry underpinned by creative strategy, bold ideas and cut-through campaigns.

Working closely with all clients on brand strategy, integration and issues management, Sharon and her staff bring heart and soul into everything they do.

#### Contact Sharon

Questions? Comments? If you would like to know more about Agent99 & how we can help you and your business, get in touch today!



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