

Tricks and traps of interacting with media or public

Presenters:

- **Heather Dawson**
- **Bob Kearsley**

First impressions

- 55% - how you look
- 38% - how you sound
- 7% - what you say

Common faults of Australian speech

- Monotone
- Emphasis on the small words
- No emphasis on the key words
- Phrasing
- Mumbling
- Lack of expression
- Ums and ahs
- The rising inflection

How to improve your speech patterns

- Change your tune
- Change your tone
- Use pauses
- Use pace
- Change your volume

The Media

- Say Yes!
- Create positive messages
- But beware!
- Bad news is often their good news

Lesson #1

- Don't assume you'll be fine
- You must prepare
- Jot down your agenda
- Good preparation applies to all media interviews and presentations

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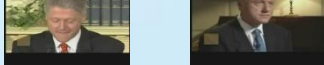


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Volunteers?

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A few don'ts

- Don't lie 
- Don't let the journalist control the interview
- Don't allow yourself to be interrupted
- Don't volunteer information 
- Don't keep talking to fill the gap
- Avoid yes/no answers
- Don't take notes with you
- Don't lose your temper 

A few do's

- Go to the studio if you can
- Speak from the heart
- Use tune, tone, pause, pace, volume
- Over-act
- Look the interviewer in the eye
- Work out some bridging phrases
- Think about your appearance
- Be aware of rolling cameras
- Anything else?

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Mock interviews

TV news story

- Keep your answers short
- Don't use the reporter's name

Radio

- Preparation is still vital
- Give yourself think time
- Take talkback, if you're asked
- Don't be afraid to repeat yourself
- Don't prepare a script
- Sound interested and enthusiastic
- News grabs matter here too

Newspaper and magazine interviews

- Online services
- Don't drop your guard
- Off the record
- Offer to check facts
- Social media

Doorstop interviews

- Don't hide
- Front up quickly
- Choose one reporter
- Own up to nothing
- Keen to find out what happened
- Happy to comment later
- Don't look back

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Questions?

Summing up

- Opportunity to get your business message across
- Prepare, practice and approach it positively
- Convince and persuade
- Don't be afraid of the media
- Make yourself available

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**Good luck using the skills you've seen
today in your presentations**

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