

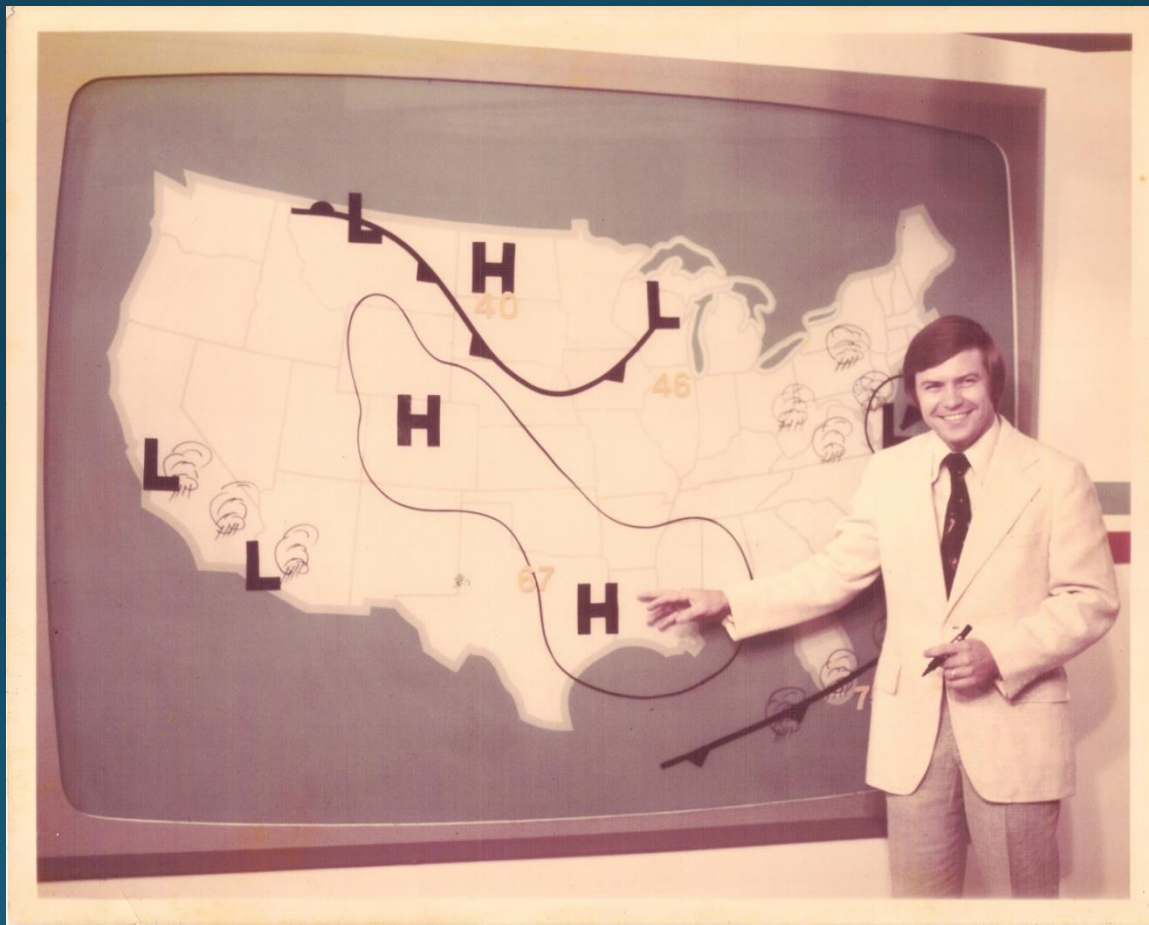
Meeting the Media, Made Painless

WMO – March 10, 2017

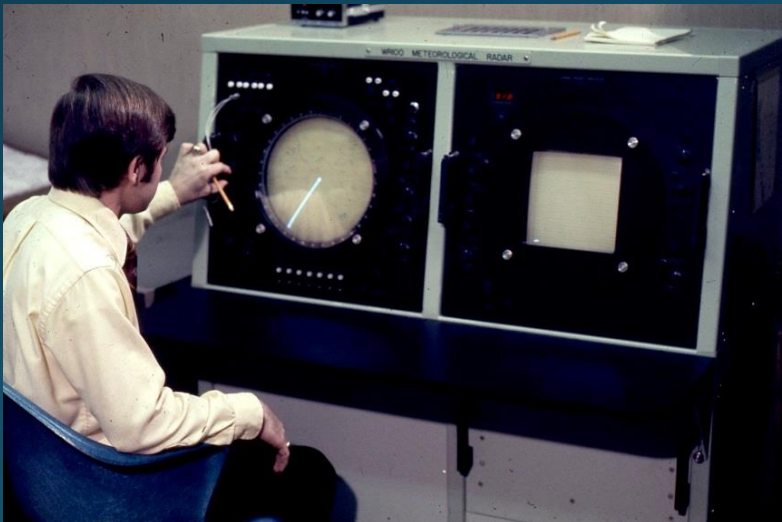
Dennis Feltgen
Public Affairs Officer
NOAA Communications & External Affairs
National Hurricane Center
Miami, Florida
dennis.feltgen@noaa.gov



Broadcast Meteorologist (1974-2002)



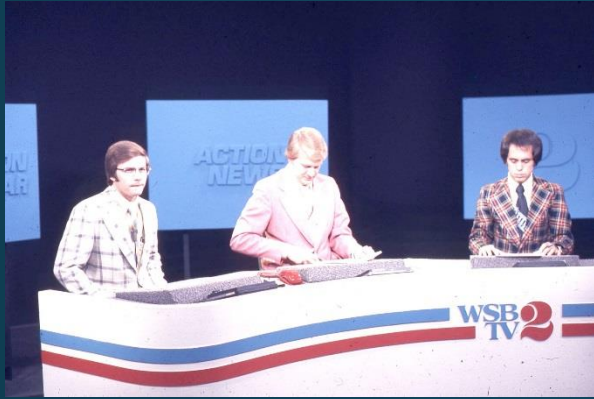
Nothing but the basics...



Nothing but the basics...



Nothing but the basics...





Microwave



SNG



Live From the Hurricane!



Gloria, 1985



Gilbert, 1988



Andrew, 1992

NOAA Communications



NBC NIGHTLY NEWS



CNN SITUATION ROOM

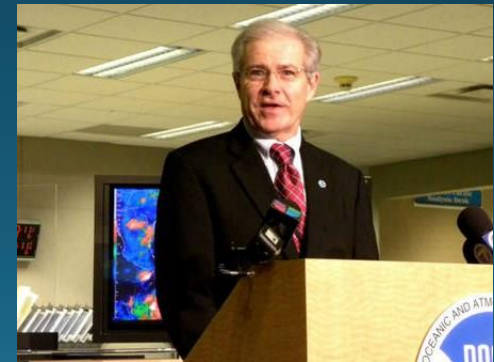


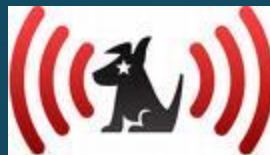
CBS EVENING NEWS



ABC WORLD NEWS

NOAA / NHC Communications



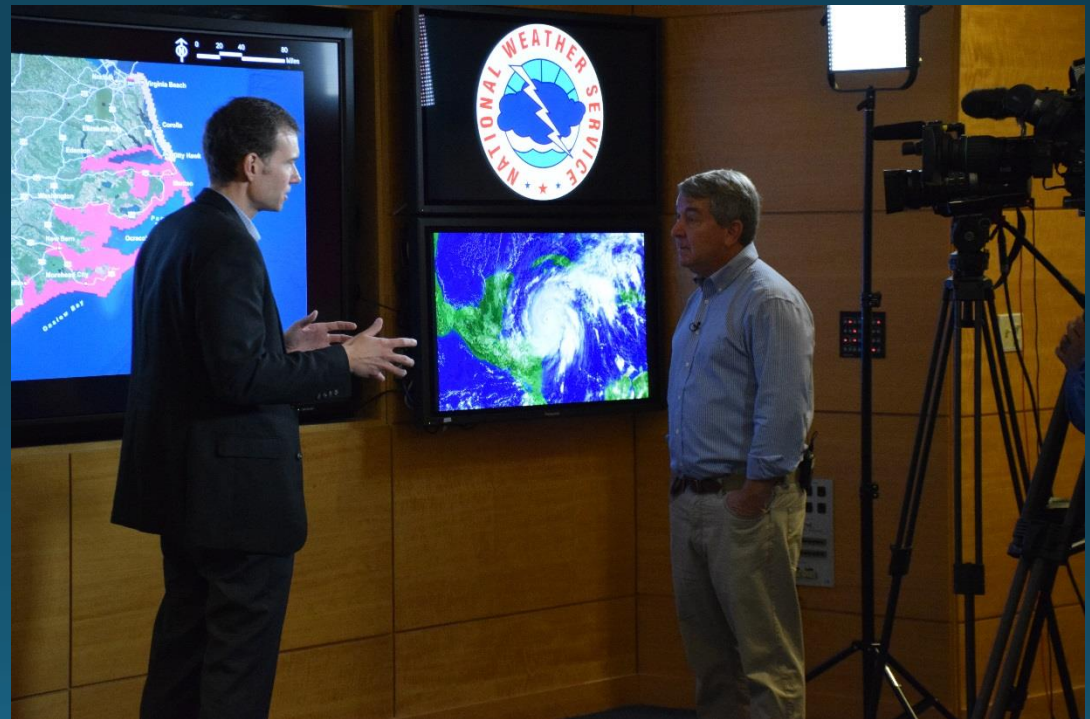


MEDIA PARTNERS



What We'll Discuss Today

- Media realities in 2017
- Tips to prepare for & conduct a media interview
- Developing your message



Media Realities

- The “news cycle” is 24 / 7
- Shrinking news staffs & budgets
- Pack journalism



DIFFERENT FORMATS AND SETTINGS



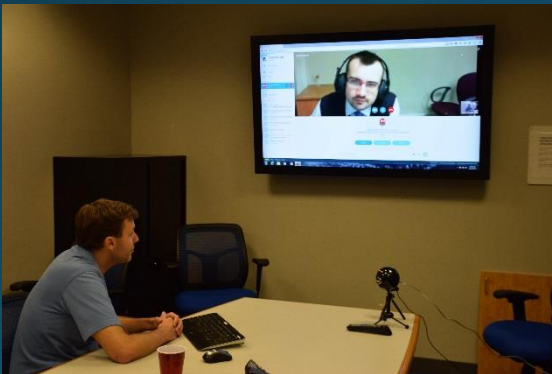
On the scene



Satellite interviews



Multiple interviews



Skype



Phone & print



VIP event

What The Media Wants from You

- Accessible
- Reliable
- Credible



What The Media Wants from You

- Faster! —
short deadlines
- Quicker! —
10 min. vs. an hour
- Cheaper! —
easy access equals
less cost
- Graphics —
provide a visual



Why Do We Bother ?

Media are:

- An essential partner in getting the message out
- Important information & education source
- Not the enemy



“AP is on the line..”
Now what?



Prepare for the Interview

- Frame the story
- Create “The Message”
- Remember, an interview is a performance



Frame The Story

- Make the topic easy for your audience to understand
- Consider the elements of good storytelling
 - Characters
 - Conflict or drama
 - Visualization



Creating the Key Messages

- Main thing you want to say – *clear and concise*.
- What's the *one* sentence you want the reporter to walk away knowing?
- The “why should I care” or “how does it affect me” information.



Creating the Key Messages

- No jargon !
- Speak to the 5th grade level

$$\begin{aligned}\frac{\partial \rho}{\partial t} + \nabla \cdot (\rho \mathbf{v}) &= 0 \\ \rho \frac{\partial \mathbf{v}}{\partial t} + (\rho \mathbf{v} \cdot \nabla) \mathbf{v} &= -\nabla \left(P + \frac{B^2}{8\pi} \right) - \rho \nabla \Phi + \left(\frac{\mathbf{B}}{4\pi} \cdot \nabla \right) \mathbf{B} \\ \frac{\partial \rho \epsilon}{\partial t} + \nabla \cdot (\rho \epsilon \mathbf{v}) &= -P \nabla \cdot \mathbf{v} \\ \frac{\partial \mathbf{B}}{\partial t} &= \nabla \times (\mathbf{v} \times \mathbf{B})\end{aligned}$$

Delivering the Message



How do you prepare?

- Do you tailor message for different types of interviews?
- Can you re-do questions or entire interview?

Delivering the Message



How do you prepare?

- Do you tailor message for different types of interviews? **NO!**
- Can you re-do questions or entire interview? **NO!**

Delivering the Message



How do you prepare?

- What to do with your body – eyes, hands, if you're standing or sitting?

Delivering the Message



How do you prepare?

- What to do with your body – eyes, hands, if you're standing or sitting?

RELAX !

Delivering the Message

- Get the message out in an animated way such that the reporter follows you
- Stay in relative control of the interview



Some Examples



CBS Early Show Sept. 22, 2005



CBS Early Show Sept. 22, 2005



Preparation: The Bridge



- Bridge Lines:

- The point is ...
- The important thing is ...
- The thing to keep in mind is ...
- What's key here is ...

CORRECT THE REPORTER:

- *The fact is ...
- *The truth of the matter is...
- *The real question is ...
- *The real focus should be ...

Steering the Story

- Preconceived notions
- Separate fact from fiction
- Be clear



Steering the Story

- Reporter knows what occurred, but not how.
- Separate fact from fiction



CBS Early Show – Mar. 24, 2004



CBS Early Show – Mar. 24, 2004



What if I don't know?

Talking about a subject that is outside your area of expertise

- “I don’t know” is an acceptable answer
- Refer reporter to another person or organization
- Don’t answer “what if” questions, avoid speculating
- But you are an EXPERT and know more than reporter



Everything is on the record

Reporter's in the house – avoid getting too comfortable

- No jokes and sarcasm
- Don't get lulled into saying something you shouldn't
- Never assume microphone is off
- Stay calm and relaxed, but not too relaxed



Everything is on the record

Reporter's in the house – avoid getting too comfortable

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If you don't want to see it in print, in a tweet, hear it on the radio or or watch it on TV – *don't say it!*

The Golden Ticket

“Anything else
you’d like to add?”



Skype Interview Tips



S-K-Y-P-E

- **S** – Shine a light!
 - We need to see your face clearly
 - Avoid back lighting
 - Avoid shadows from a light above or below you
 - Think about background – add a logo
 - Dress appropriately



S-K-Y-P-E



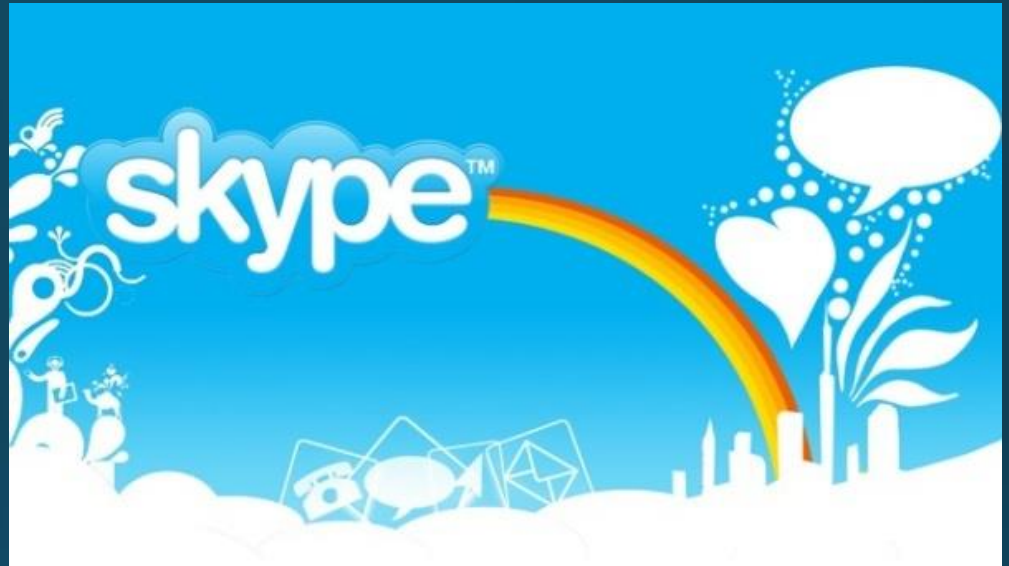
- **K** – keep focused on the camera!
 - Talk to the camera like it's a person.
 - Even when the reporter is asking a question, you are on camera.
 - Avoid funny faces, scowling. Try to look “engaged,” practice active listening

S-K-Y-P-E

- **Y** – Yes. Or No.
 - Your answers should be more than just “yes” or “no.”
 - And your answers should be short – 10-15 seconds.



S-K-Y-P-E



- **P** – Plan what you want to say.
 - Have talking points.
 - Focus on key messages.
 - Plan how to bridge back to your talking points if they ask you something out of the blue.

S-K-Y-P-E

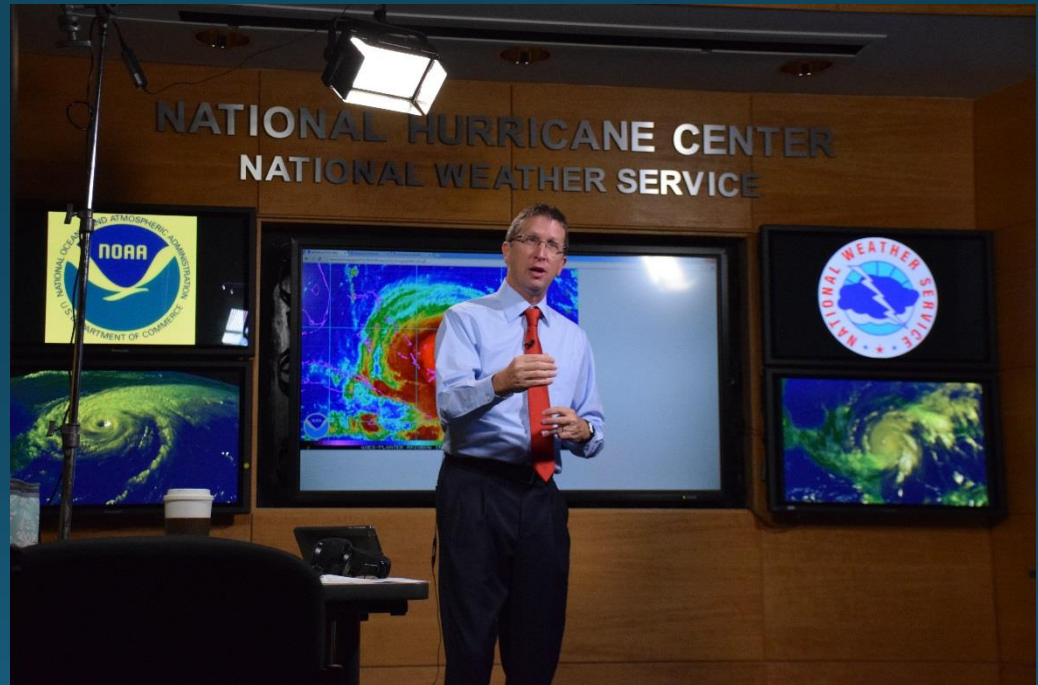
- **E** – End it smoothly.
 - When the reporter says “thank you” respond with something short and simple like “my pleasure.”
 - SMILE
 - Keep your eye on the camera until the light is off!



DO NOT say
ANYTHING off topic
until you know the
microphone is OFF!

Remember to ...

- Be responsive to the reporter
- Know what you're going to say, stay on track
- Stick to what you know
- Be 100% consistent



Remember to..

- Stay “on the record”
- Stick to the reason for the interview
- Be engaging



Remember not to...

- Recite a laundry list of details or facts
- Assume mic or camera is off
- Speculate
- Feel obligated to fill silences
- Show frustration
- Use humor



Key Interview Devices

- Steering / Bridging
- Takeaway
- Anything else you'd like to add?



A word about “Branding”

“WeatherReady Nation”

Use in preparedness messaging !



A word about “Branding”

“WeatherReady Nation”

Do NOT use in an operational interview !



Sometimes, you're the story...

www.nbcml.com/news/National-Hurricane-Center-Spokesman-on-Furlough-While-Forecasting-Operations-Remain-Normal-During-Government-Shutdown-226154921.html

EVERYTHING YOU NEED TO KNOW FOR THE 2014 HURRICANE SEASON

NEWS

National Hurricane Center Spokesman on Furlough, Forecasting Operations Normal During Shutdown

Forecasting staff has not been affected by the shutdown, officials said.

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END OF MONTH

https://www.google.com/url?sa=t&source=web&cd=10&ved=0CfKQJ4&url=http://www.nbcml.com/news/National-Hurricane-Center-Spokesman-on-Furlough-While-Forecasting-Operations-Remain-Normal-During-Government-Shutdown-226154921.html&usq=__af1Q0Evg2H3z7P

com/story/2013/10/tropical-storm-karen-louisiana-florida-97788.html?hp=r9

POLITICO Pro Learn more >

Hurricane Center recalls two furloughed officials as storm forms

Like 275 | Tweet 87 | Share 0 | Share 31 | 13



Karen is expected to be at least a strong tropical storm at landfall Saturday. AP Photo

By BOB KING and DARREN SAMUELSON | 10/3/13 9:36 AM EDT Updated: 10/4/13 12:05 AM EDT

The National Hurricane Center and FEMA called employees back on the job after Tropical Storm Karen formed Thursday morning off the Yucatan Peninsula, with predictions that it will become a hurricane shortly before bearing down on the U.S. Gulf Coast on Saturday.

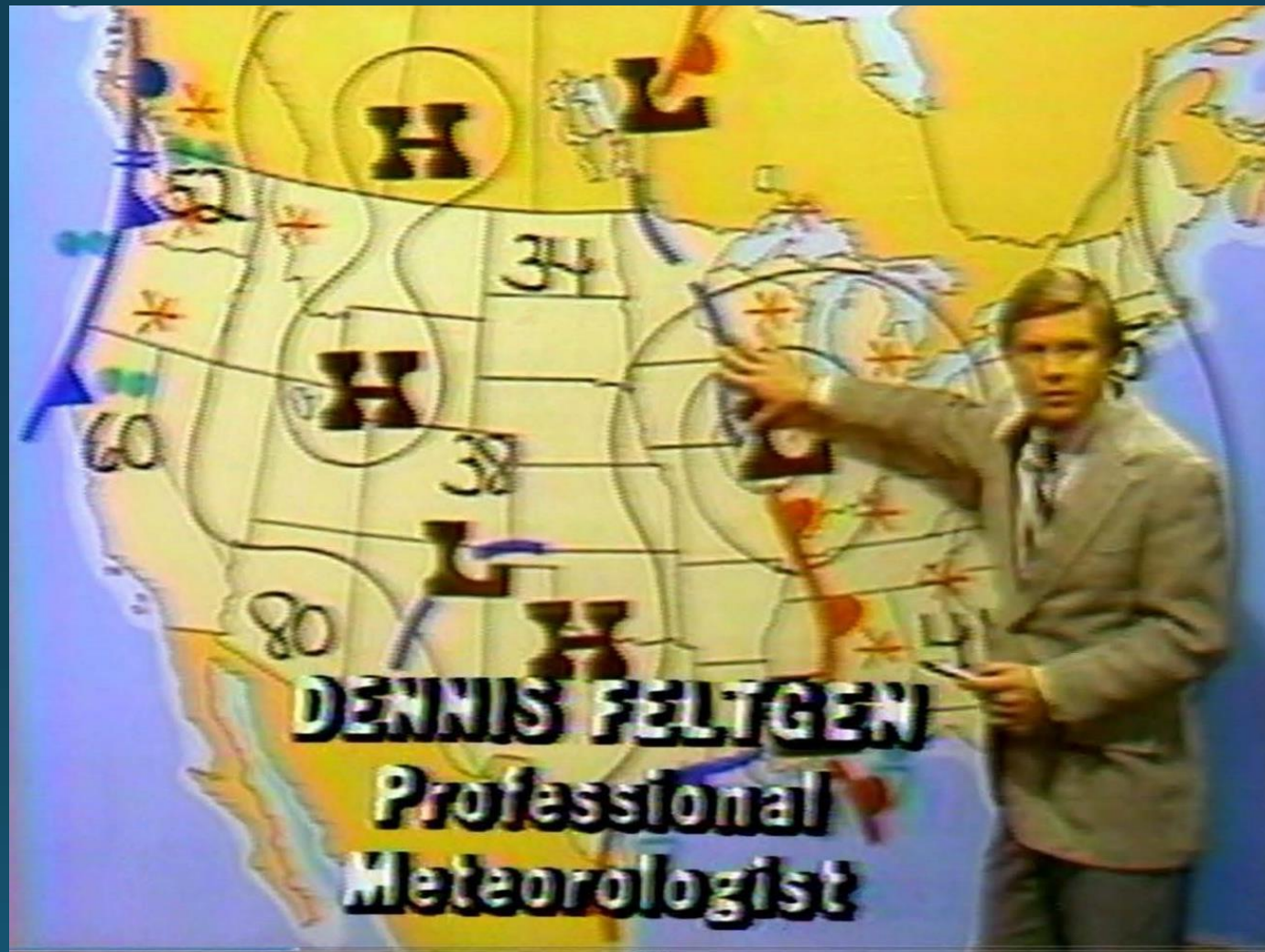
Karen is expected to be at least a strong tropical storm when it makes landfall somewhere between eastern Louisiana and the Florida Panhandle. That will offer a test of the nation's ability to mount a hurricane response during a government shutdown that has locked agency doors, shuttered websites and furloughed 800,000 federal workers while forcing "essential" employees

Just remember...

- The camera never blinks.
- Steer the conversation
- Stay on message
- Keep it simple, short, factual.
- If you don't know the answer, say so.



ANY QUESTIONS?



FINAL EXAM

- Media arrives! Need a spokesperson!

