

Meeting the Media, Made Painless

WMO Workshop 2023

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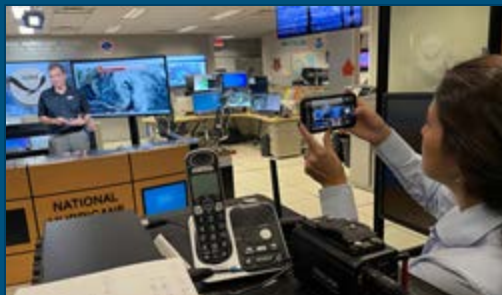


What We'll Discuss Today

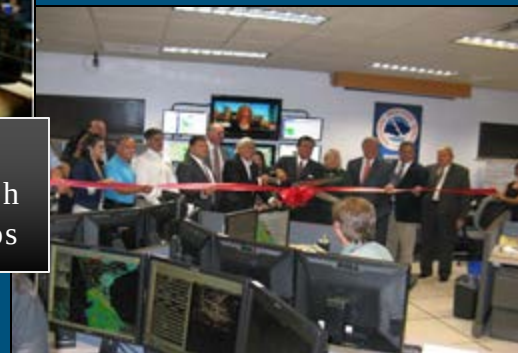
- Media Format
- Tips to prepare for & conduct a media interview
- Develop & deliver your message



My Trajectory...



Inauguration of the
installation of Spanish
NOAA Weather Radios



Why Do We Bother ?

Media are:

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



MEDIA PARTNERS





What The Media Wants from You

- Accessible
- Reliable
- Credible



What The Media Wants from You

Faster!

short deadlines

Quicker!

10 min. vs. an hour

Graphics

provide visuals



DIFFERENT FORMATS AND SETTINGS



Virtual



Satellite interviews



Multiple interviews



On the scene



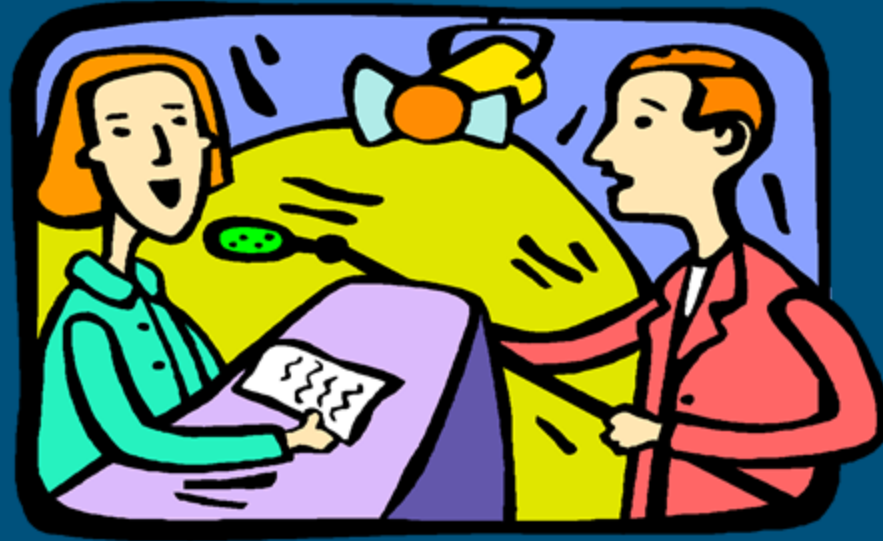
Phone & print



VIP event

“Voice of America is on the line..”

Now what?



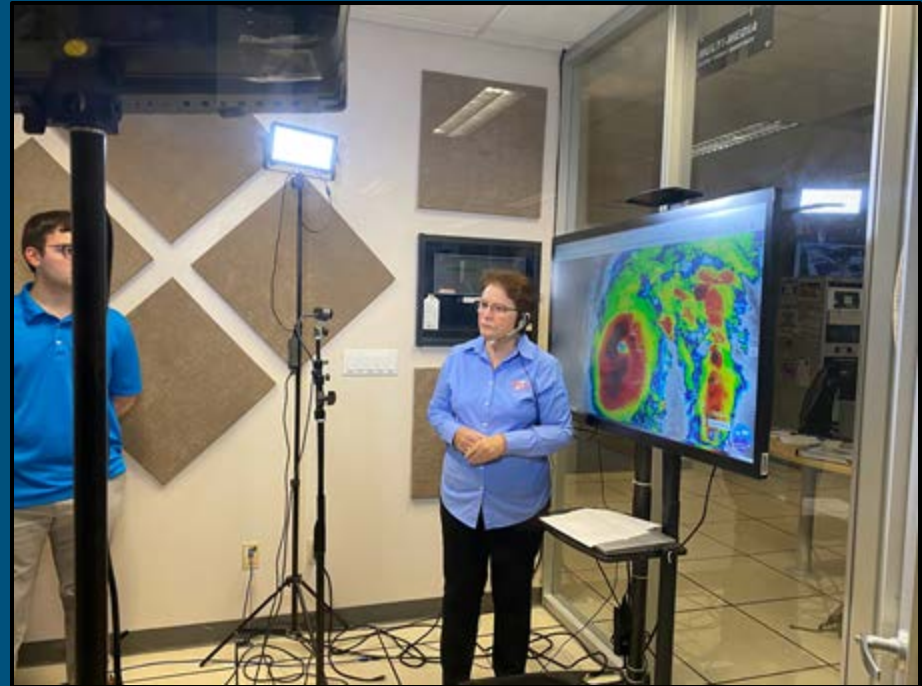
Prepare for the Interview



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

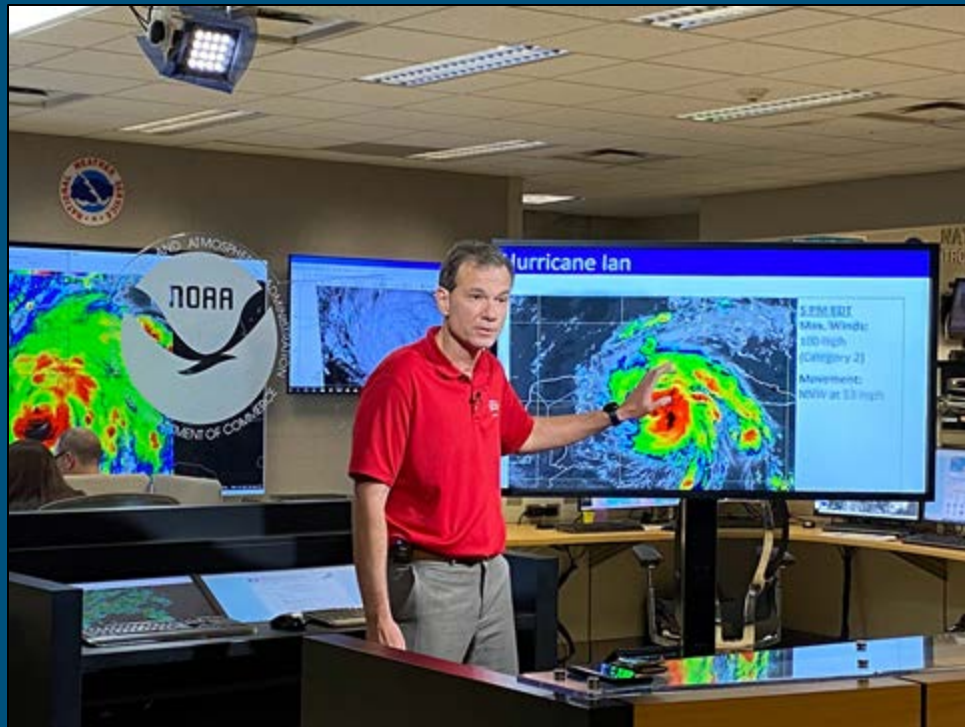
Frame The Story

- Make the topic easy for your audience to understand
- Summarize the most important points
- 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 !
- Conduct the interview as if you are explaining it to Grandma.

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

Delivering the Message



How do you prepare?

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

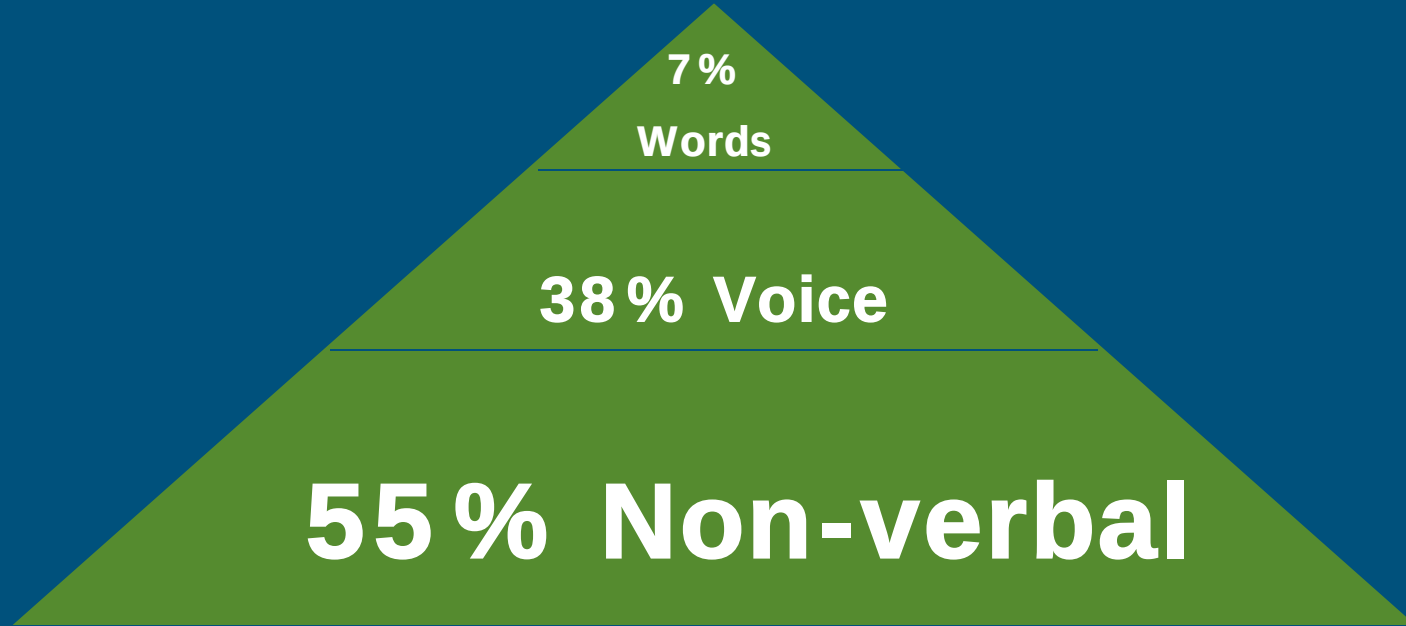
Probably not!

Delivering the Message

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

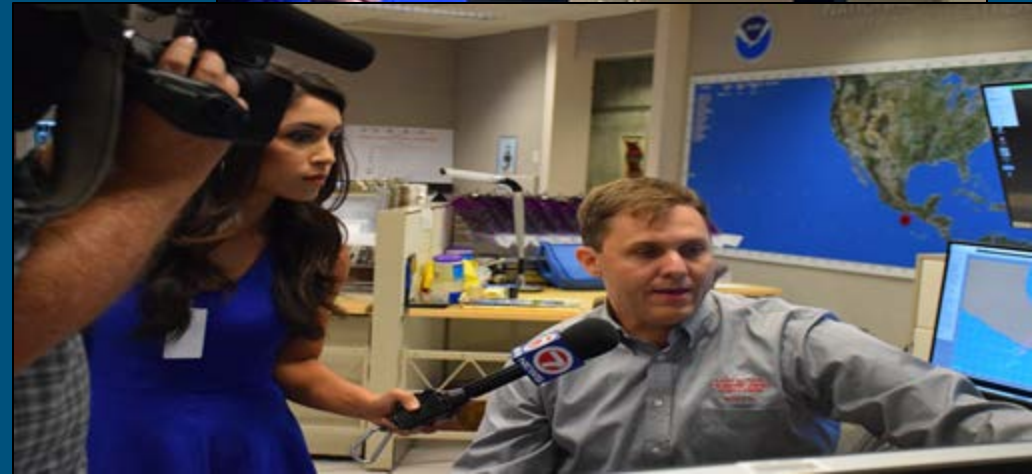
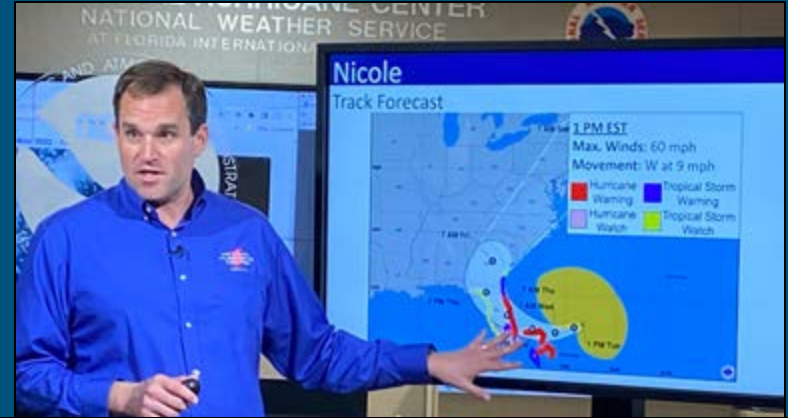


Conducting the Interview on Camera



Delivering the Message

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

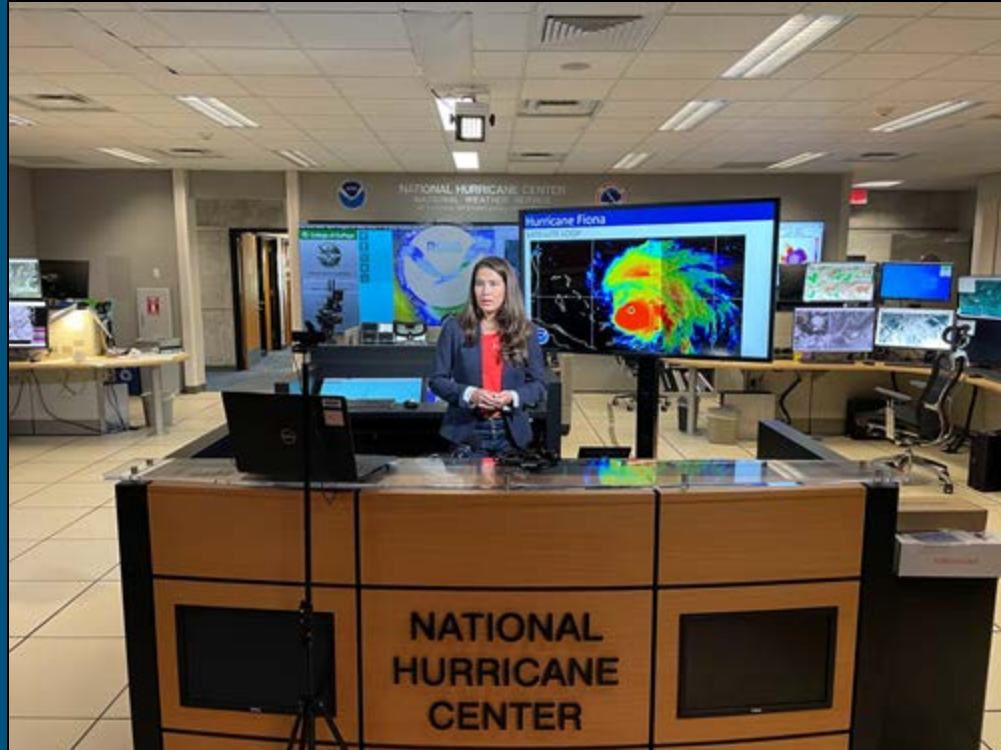


ABC World News Tonight Sept. 28, 2022



Hurricane Ian - acting deputy director Michael Brennan

Interview Time!



Preparation: The Bridge



● Bridge Lines:

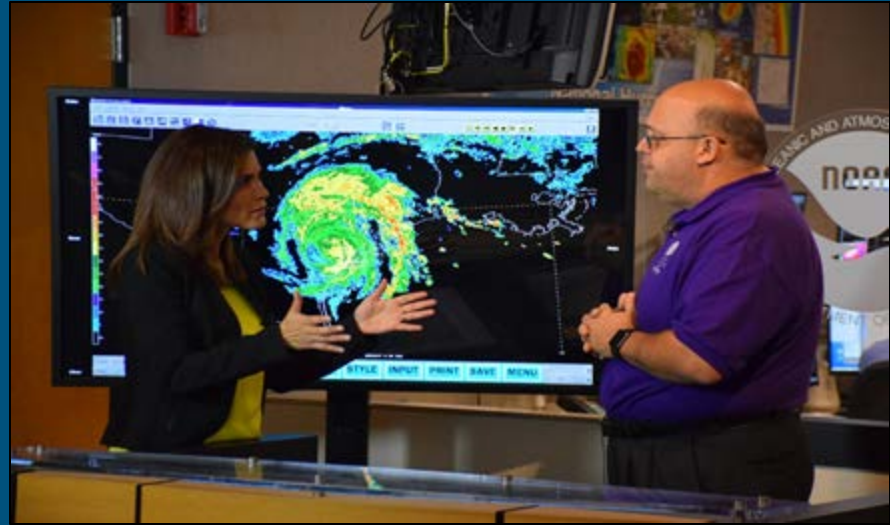
- The point is ...
- The important thing is ...
- The thing to keep in mind is ...
- What's key here is ...

CORRECT THE REPORTER:

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

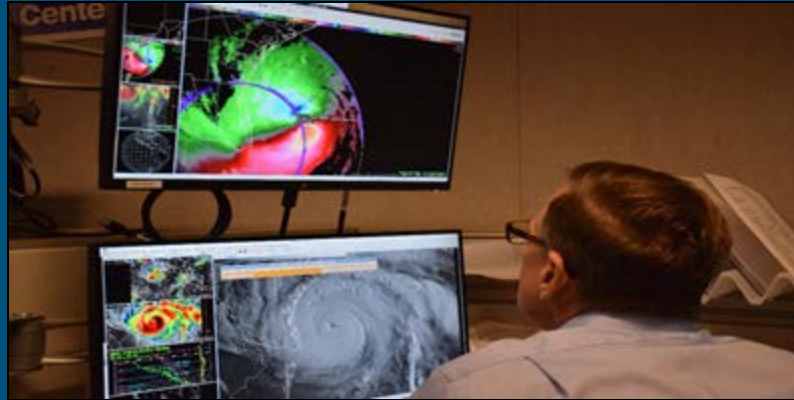
Steering the Story

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



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
- You are an EXPERT and know more than reporter

Everything is on the record

Reporter is 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



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

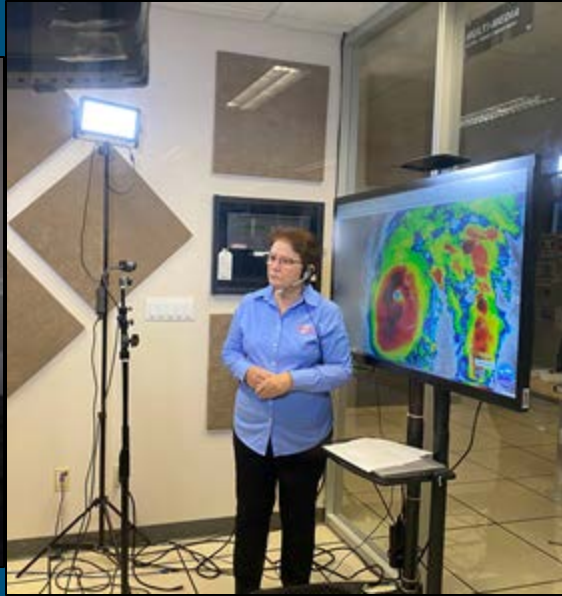
The Golden Ticket !

“Anything else
you’d like to
add?”

Use this to
restate your key
message



Virtual Interview Tips



S-K-Y-P-E

- S – Shine a light!
 - We need to see your face clearly
 - Avoid backlighting
 - Avoid shadows by combining light sources from 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.

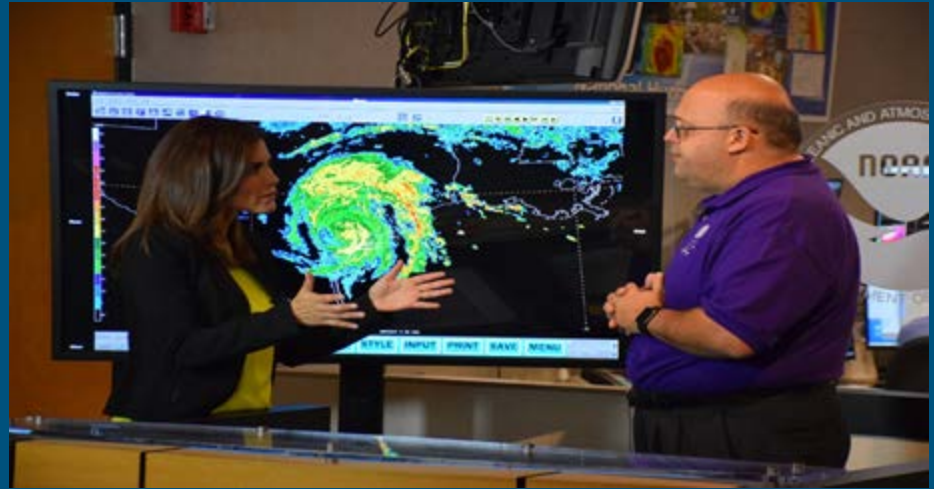
S-K-Y-P-E



- 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!

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”

“Weather Ready Nation”

Use in preparedness messaging !

Do not use it an operational interview!



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.



Media arrives!

Ready for an interview!



15 minutes

Need a spokesperson!

