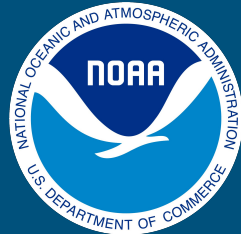


Meeting the Media, Made Painless

WMO Workshop 2024

Maria M. Torres
NHC Communications Officer





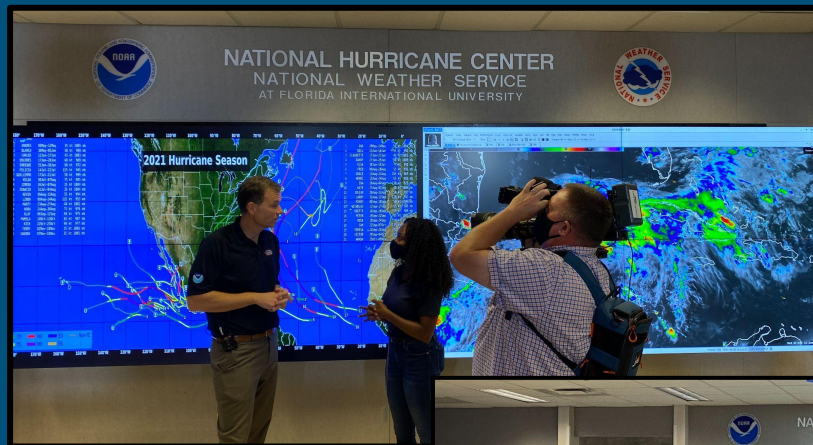
What We'll Discuss Today

Frame the Story

- Preparing your key message

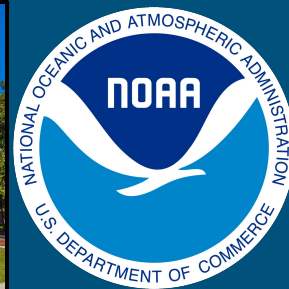
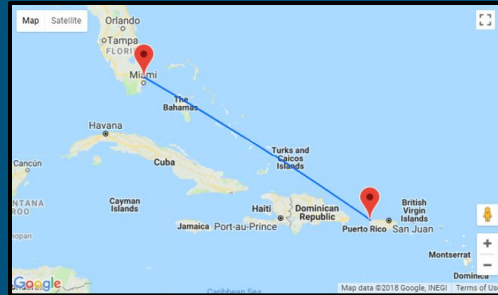
Deliver the message

- Bridge technique



About Me

Born in Puerto Rico and raised in Miami, FL



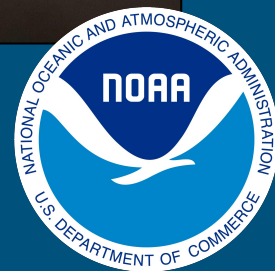
• Bachelor's of Science in Meteorology @ FSU

- Meteorologist/Forecaster – Albuquerque, New Mexico
- Meteorologist/Forecaster – Brownsville, TX
- Meteorologist/Forecaster – Miami, FL
- National Hurricane Center - Surface Analyst & Marine Forecaster
- NOAA Communications - NHC Public Affairs Officer

Media Partners

Media are:

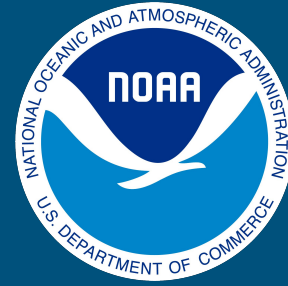
- An essential partner in getting the message out
- Important information & education source



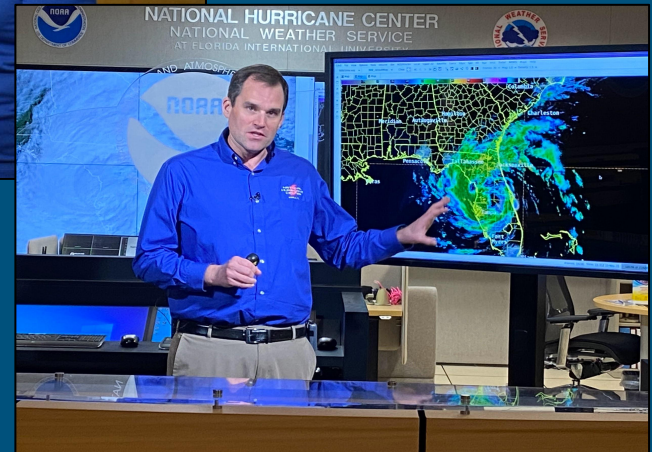
MEDIA PARTNERS



What The Media Wants from You

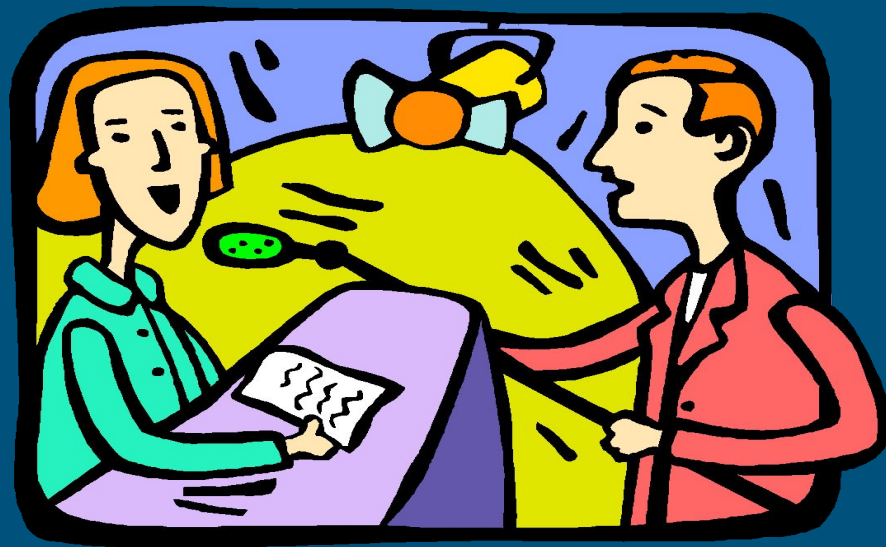


- Accessible
- Reliable
- Credible

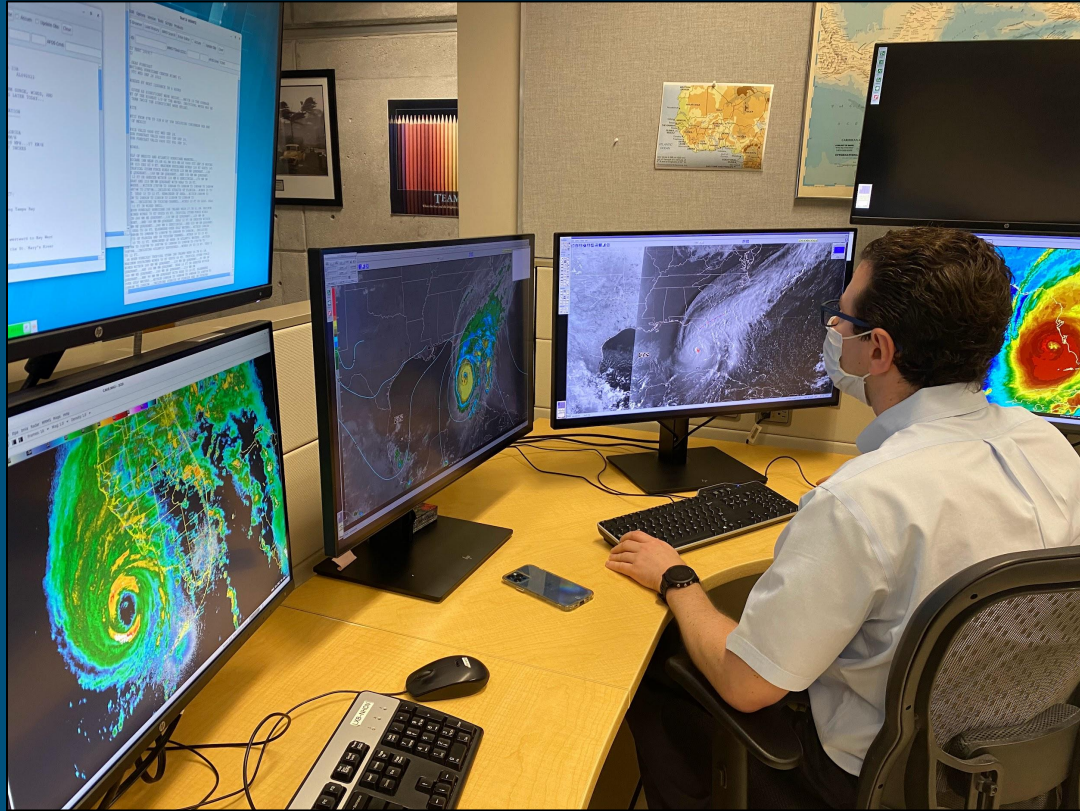


“Voice of America is on the line..”

Now what?



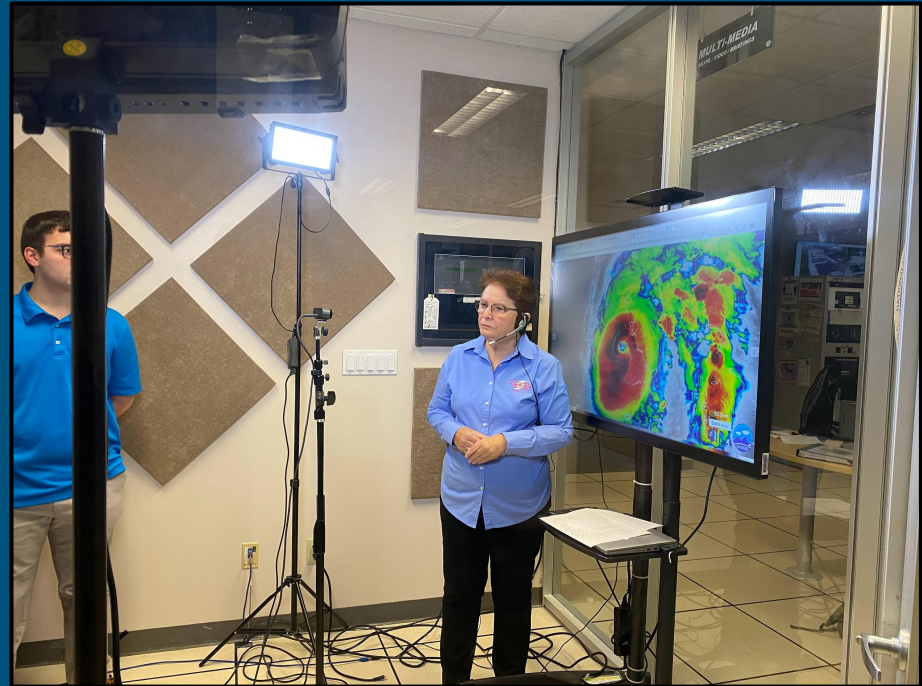
Prepare for the Interview



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

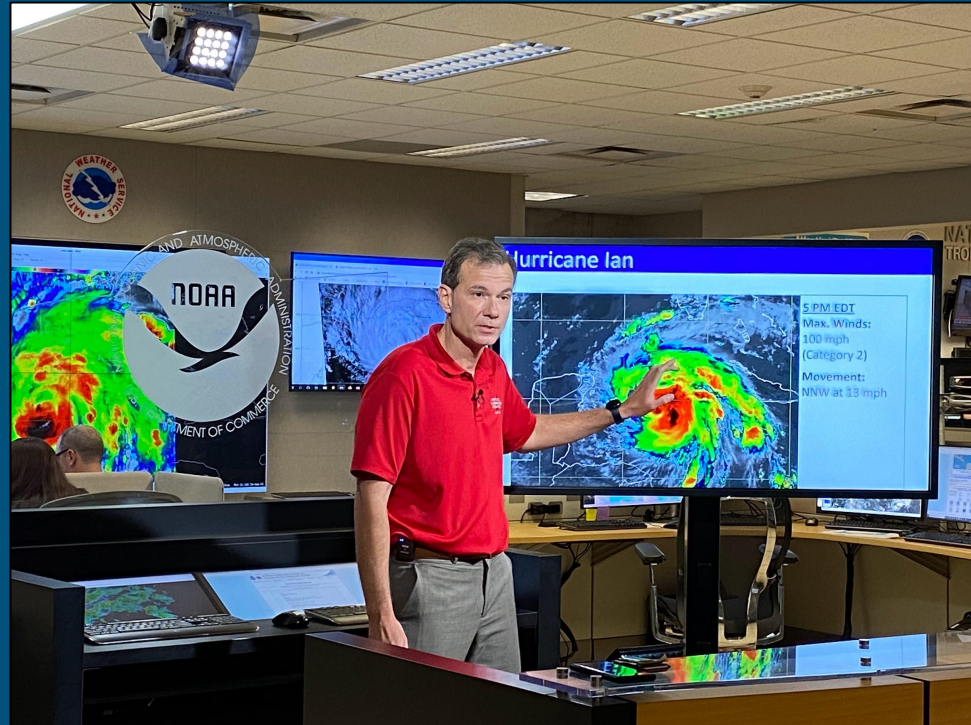
Frame The Story

- Make the topic easy for your audience to understand
 - Summarize the most important points
 - What's the primary concern?
-
- 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.

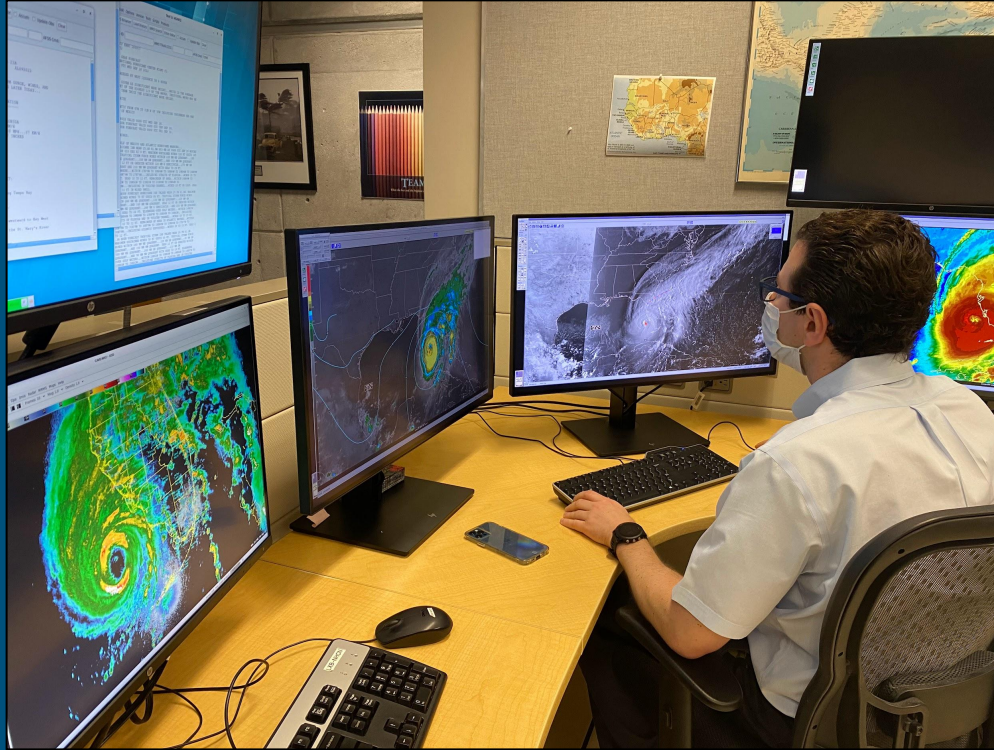


Creating the Key Messages

- No jargon !
- Conduct the interview as if you are explaining it to Grandma.

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

Practice Time!



Message Triangle

Point 1

Main Message

Point 3

Point 2



Exercise 15 minutes

Timer 15 minutes

Timer 10 minutes

Timer

Delivering the Message



How do you prepare?

- Rehearse
- Relax & stay calm
- Listen to the interview question
- Stay in your lane

Use Bridge technique

Preparation: The Bridge

Bridging technique is a way to provide a response to a question while remaining in your main message. Bridging helps you return to your main message if the interviewer tries to hijack the conversation.



- Bridge Lines:

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

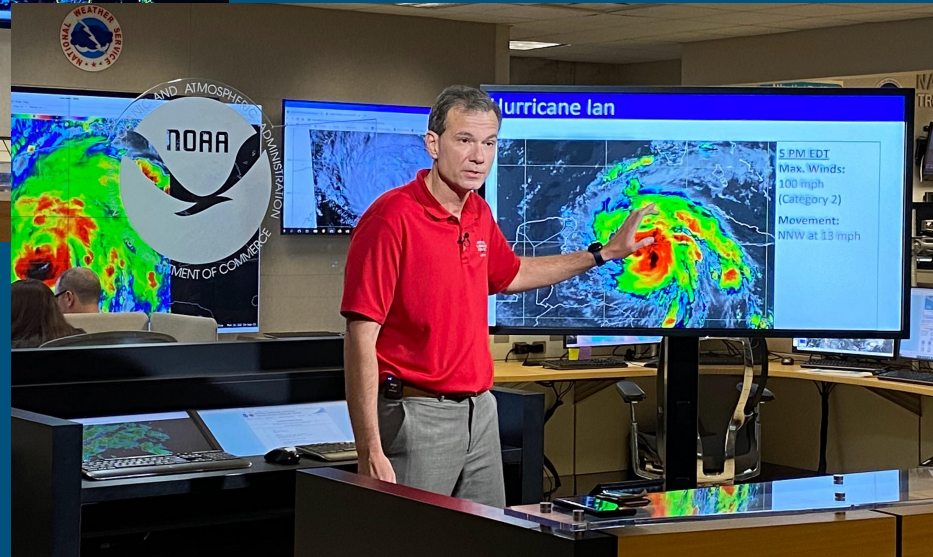
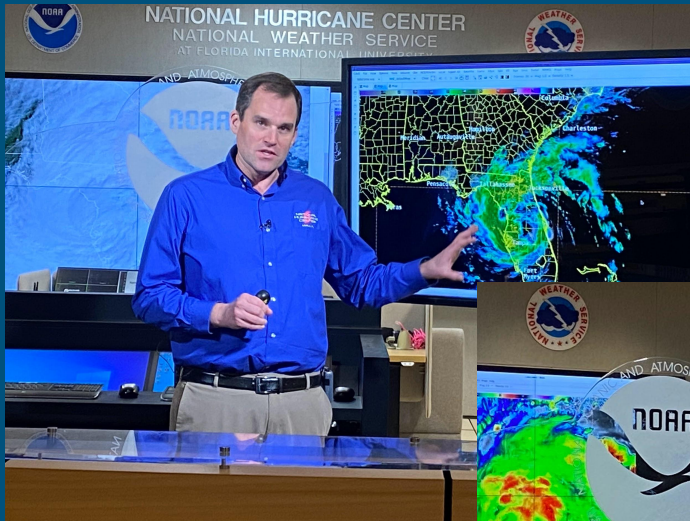
CORRECT THE REPORTER:

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

Delivering the Message

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

RELAX



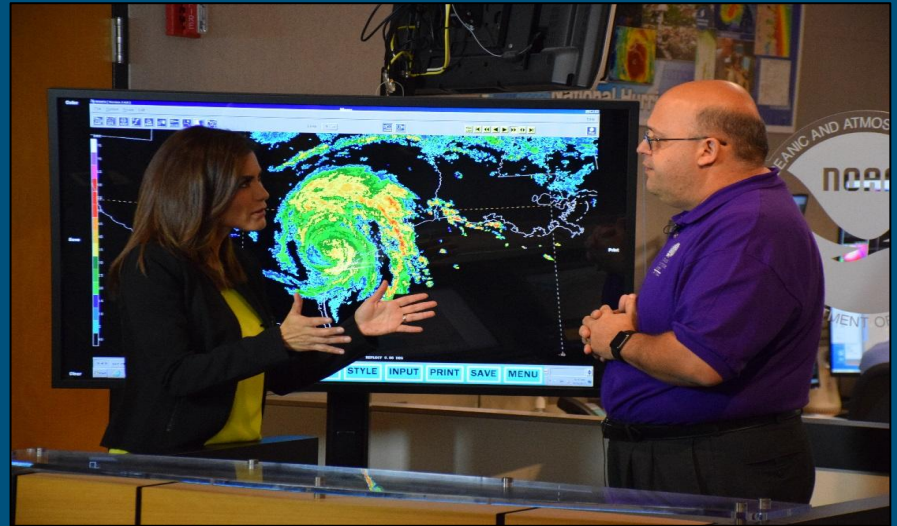
Bridging Example



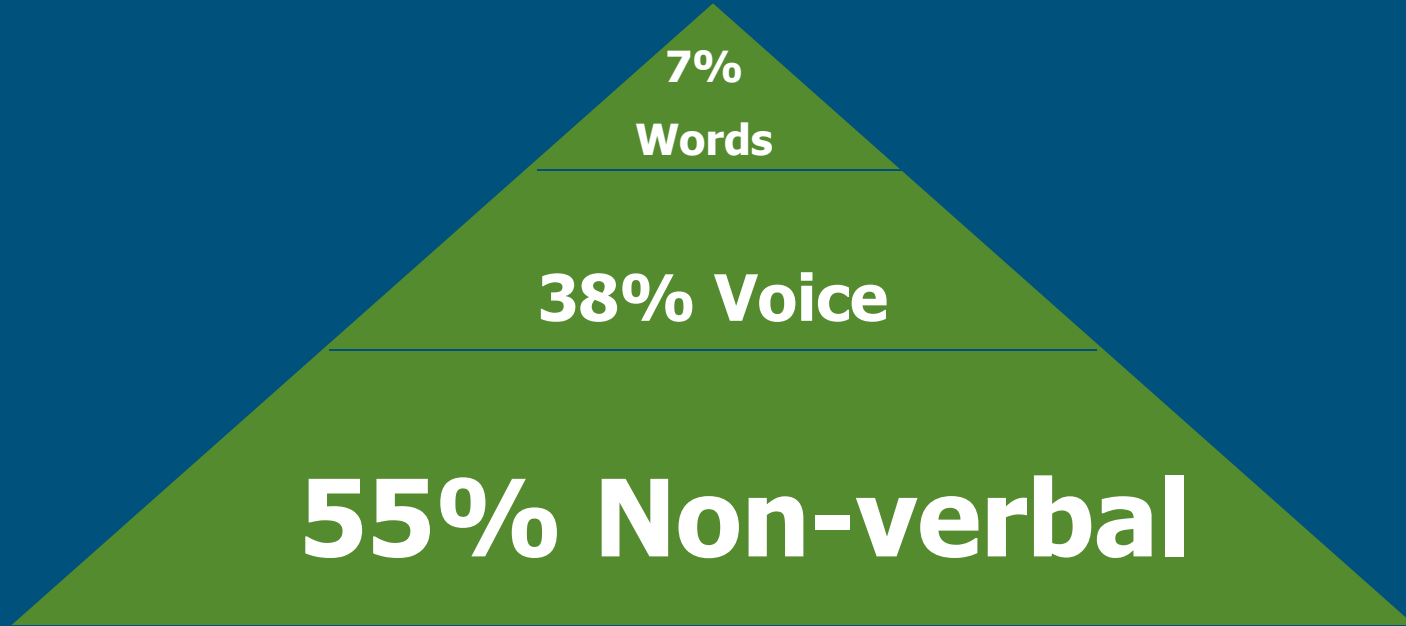
Colbert Show - Scientist Interview

Steering the Story

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



Conducting the Interview on Camera



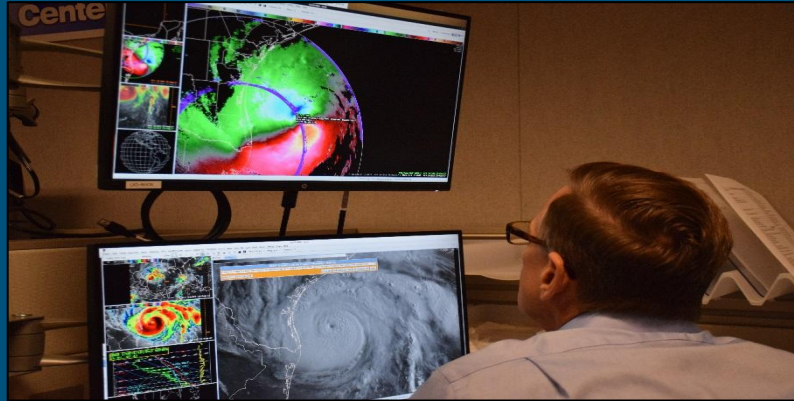
ABC World News Tonight Sept. 28, 2022



Hurricane Ian - acting deputy director Michael Brennan

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!

Media arrives! Ready for an interview!



15 minutes

Exercise 5 minutes

Timer 15 minutes

Timer 10 minutes

Timer