

## **Notes and Guidance for Dealing with the Media** *When to talk and when to run...*

### **Is it a Story?**

1. Why do I need to talk to the media?
2. Will this benefit my business or is it a good story for TV/radio/ newspaper?
3. What are the positive messages?
  - jobs
  - profit
  - new product or service
4. What are the negatives?
  - job losses
  - closure
  - cuts
5. Will the story be presented in live format, studio interview or pre-record?  
**BEWARE AWKWARD QUESTIONS IN LIVE SITUATIONS...**
6. Will it appeal as a story or am I just seeking free publicity?

### **The Contact**

1. Is it visually appealing and suitable for TV?
  - involve animals
  - exciting activity (rock climbing, white water rafting, Sir Richard Branson, jumping off a building)
2. Prepare
  - consider questions which will be asked
  - have your facts in your head
  - consider your appearance (smart clothes, clean teeth, neat hair)
  - consider whether other people would add interest at the interview

### **The Interview**

1. Remember TV is a visual entertainment – be bright and responsive at interview
2. Keep answers concise and precise! Waffle ends up on the cutting room floor...
3. Treat it like a chat with the journalist - it's only a camera and/or microphone, ignore these and concentrate on the person you are talking to
4. Don't forget to get over the information you want!

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