

# Managing Media

Pennsylvania American Water  
McMurray, Pennsylvania  
May 6, 2016



# Objectives

- Tell Your Story Clearly and Concisely
- Bolster Your Professional Image
- Establish
- Credibility
- Manage Media Interviews



# What This Training Looks Like

- Ground Rules
  - Avoid Disruptions
  - Breaks
  - On-Camera Exercises
  - Be Willing to Take Risks—and Learn



# Who Are the Media?

- Print
- Broadcast/Radio
- Internet
- Podcast/Blogger
- Specialty Publications



# On-Camera Exercise



- Two to Three-Minute Interviews
- Based on Scenario Handout
- You are the Spokesperson for American Water

# Why Do Interviews Fail?

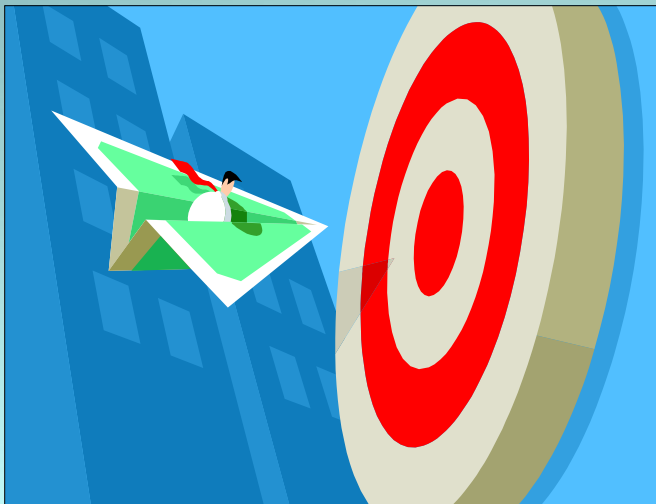


Most People Know  
Their Subject

- Why Do They Fail?

# The Wow Factor

## How Editors Decide to Cover Stories



- Can It Happen to Me?
- Are We Safe?
- Has It Happened Before?
- Stories with Legs

# When the Media Call



- Be Accessible
- Be Accommodating
- Respond Quickly
- Offer Supporting Information
- Don't Try to Direct the Story



# What Reporters Want

A **Story** about **People** told by a  
**Credible** Authority

- **F**rame the Message
- **O**ppportunity Knocks
- **C**lear and Concise
- **U**nderstand the Medium
- **S**imple works Best



# Message Points



# The Message CPR Test

- COMPELLING
- PERSONAL
- RELEVANT



# Index Cards

Begin Interview\*\*\*

\*Take-Away  
Message  
Point No. #1

\*Take-Away  
Message  
Point No.  
#2

\*Take-Away  
Message  
Point No.  
#3

# Bridging

- ACKNOWLEDGE the QUESTION with EMPATHY OR SINCERITY
- BRIDGE to
- MESSAGE



# Bridging Expressions

- It's Important to Point out That
- It's Important for you to Understand
- In fact,
- What we Believe is Important is...
- That's certainly a Consideration, however



# Anticipate Questions

Why are they Here?

What will they Ask?



# Structuring Content



- Interview from an Outline
- Speak using Bullet Points
- Don't Read Stuff
- The Five W's: Who; What, When, Where, Why
- The Big H: How



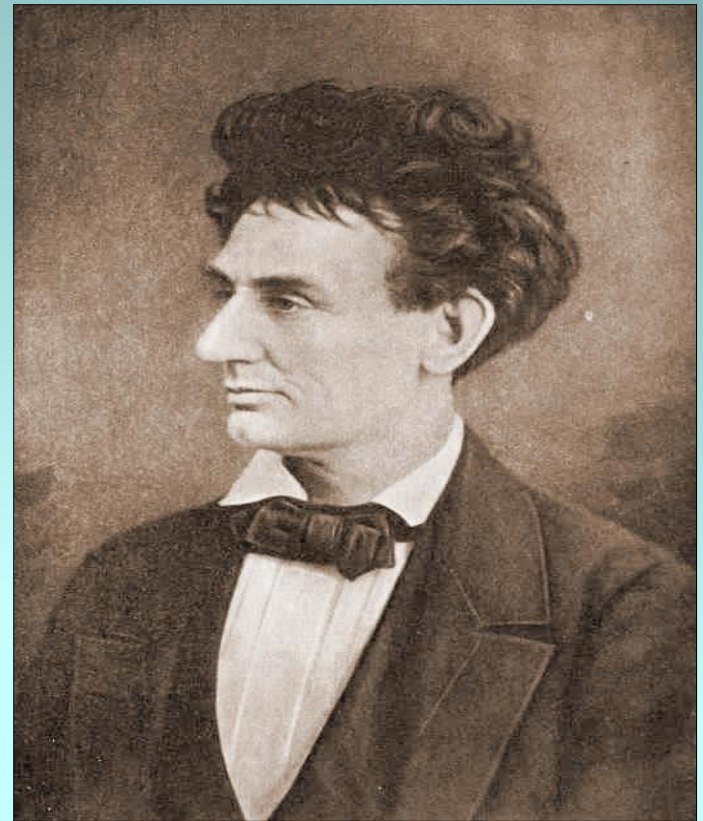
# Eye Contact



- Use Eye Contact to Reduce Nervousness
- Always looks at the Person Asking the Questions
- Divide the Audience

# What to Wear

- Ties
- Loud Colors
- Lipstick
- In a Digital Age, White is Okay



# For the Record

Absolutely Nothing—NOTHING—  
is off the record



# Remember...

- Never Lose your Composure
- Don't Even Think of Retaliating
- Remain Positive.



# Control Panel

You  
Can't

- Control Who Media Interviews
- Control What Sound or Video Media Will Use
- Control When the Story will Run
- Who Reports the Story

You  
Can

- Control What You Say
- Check Your Attitude
- Control Body Language
- What is On the Record

Thank you for your Participation.  
*Please Fill Out Evaluation Forms*

