

Be well prepared...if you want to manage the media

Television and radio interviews can be valuable opportunities to promote you and your organisation – but bear in mind that your performance will be critically assessed by the watching and listening public.

Remember - the reputation of your business is at stake !

Acting as an interviewee or spokesperson can be challenging. Most people require some level of training to acquire or hone the skill of 'managing the media'.

And you need to be adept at using the media to get your own key messages across – not just at responding to a journalist's questions.

And it can be easy to get it wrong. For example, swinging in your chair, wearing a loud tie or earrings or casting your eyes heavenwards - when there's a tv camera on you – can send out the wrong messages.

Move about in a chair and you look ill at ease with the subject matter; wear loud clothing or accessories and viewers will stare at what you're wearing and hear nothing of what you're saying; and too much eye movement can cast doubt on the truth of what you're saying.....

However, good media training deals with all these subtleties and also establishes the basics for dealing effectively with television, radio and press interviews.

Practice makes perfect and once a good level of competency has been achieved, refresher courses should be taken on an annual or biannual basis.

A credible PR company will tailor media training packages to suit you, your needs and your budget. Sometimes using a camera and playback facilities will really help. At other times, it is useful to just sit down and discuss issues, possible questions and how you will respond.

Specialist training will help you understand how the media work, what journalists expect from an interviewee - and how you can really maximise any opportunities to promote your business.

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