

Media Training Takeaways

Should you have questions, want further support on media training, or if you would like to be included in our [Experts Directory](#), please contact your media trainer directly or email the Media Relations team at media.relations@ubc.ca.

Below outlines a few of the key tips and techniques shared in our training session.

Interview tips

- Don't underestimate the importance of your opening statement - prepare it in advance and find a way to share it, no matter what the first question
- Have your key messages (three key points) close by, and stick to them
- Watch your jargon
- For all interviews, think in sound-bites - keep it short, impactful, to the point
- If you need more time to consider a response:
 - o Ask for clarification
 - o Pause
 - o Repeat question
- For radio or TV, dead air is okay - it's the reporter's problem
- Apply bridging techniques when you need to steer back to a key message and away from a no-go or less relevant topic
- Use active vs. passive tense
- Illustrate points with examples, statistics, stories - anything that's memorable, impactful and interesting
- Look for opportunities to sum up key points
- Only speak on your area of expertise and don't speculate. If you don't know the answer to a question, say so and explain why. Anything you say to a reporter could be quoted

Interview pitfalls

- For topics of an institutional nature, be aware of facts vs opinion. What's the institutional response vs what's your opinion?
- Don't be controlled by questions
- Don't try to answer a question that's not in your area of expertise
- Avoid tangents and rambling
- Be aware of leading questions
- Be aware of "umms", "you know", "I think", "maybe", "kind of"
- Be human! Don't sound too technical, robotic, inauthentic
- Nothing is ever off the record.

- Don't get defensive, even if you feel pushed into a corner

Bridging

Bridging is an effective technique that allows you to steer away from a question or topic you don't want to address and back to a key message.

Examples of bridging statements include:

- o What I can say is...
- o The facts are....
- o Let's look at the proper context...
- o The real issue is...
- o It's important to take a step back and consider first...

Key messaging

Key messages are central points you wish to convey in a media interview. Typically, we recommend you have 3 - 4 and keep finding ways to come back to them throughout the interview.

This will ensure you achieve the greatest clarity and impact.

When crafting your messages, consider the following points:

- Who is your audience? What do they need to know?
- You key points should include:
 - o What happened
 - o Impact and implications
 - o What's next / how can you ensure this doesn't happen again
- Messaging should be short, simple, impactful
- Frame your messaging in a positive way
- Illustrate key points with examples, stats, trends, anecdotes
- Consider whether you have a call to action
- Prepare your opening statement



Key message template

Key Message 1

Key Message 2

Key Message 3

Supporting Facts:

Supporting Facts:

Supporting Facts:

