

headline

Interview and Media Training

general background

Do you get the picture?

The Media **visualize**:
people, incidents, events, ideas, feelings, values

What is the **visual context** going to be?

What do I want to **embody** in this context?

Which pictures can I **evoke**?

Key Success Factors in Talking to Reporters

Deliver **real** news – **simple** and **coherent**

Be a reliable **source**

Keep **in touch**

Be **fast** and **flexible**

Four Steps of Thorough Preparation

Select **essential** information

Double-check the facts and figures

Translate the information to **common** language

Take time to **rehearse**

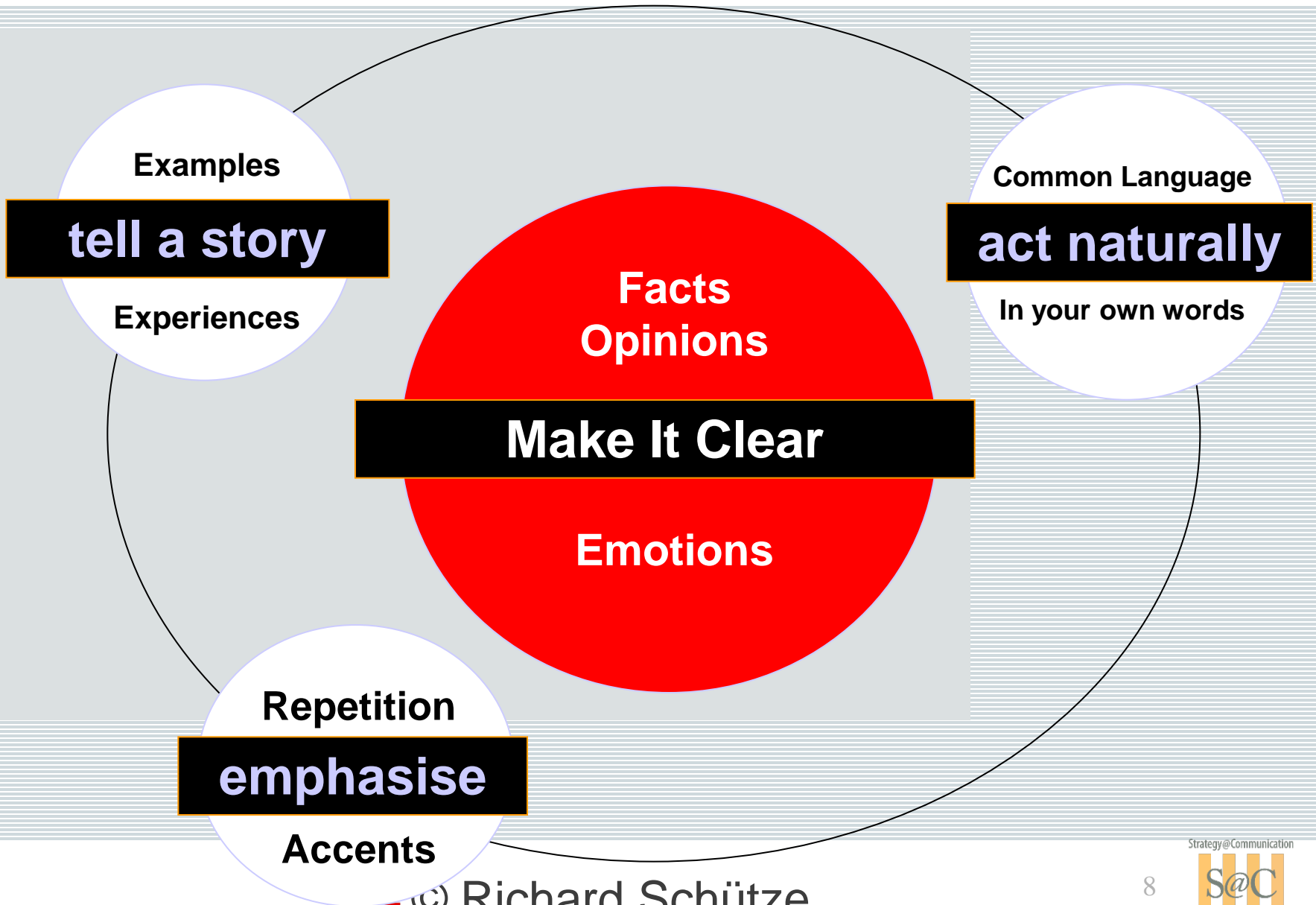
Headline and Bottom Line

What **MESSAGE** will I deliver unconditionally?

What can actually make my **MESSAGE**
visual, vivid, and personal?

media rhetoric

How to say it



What to say

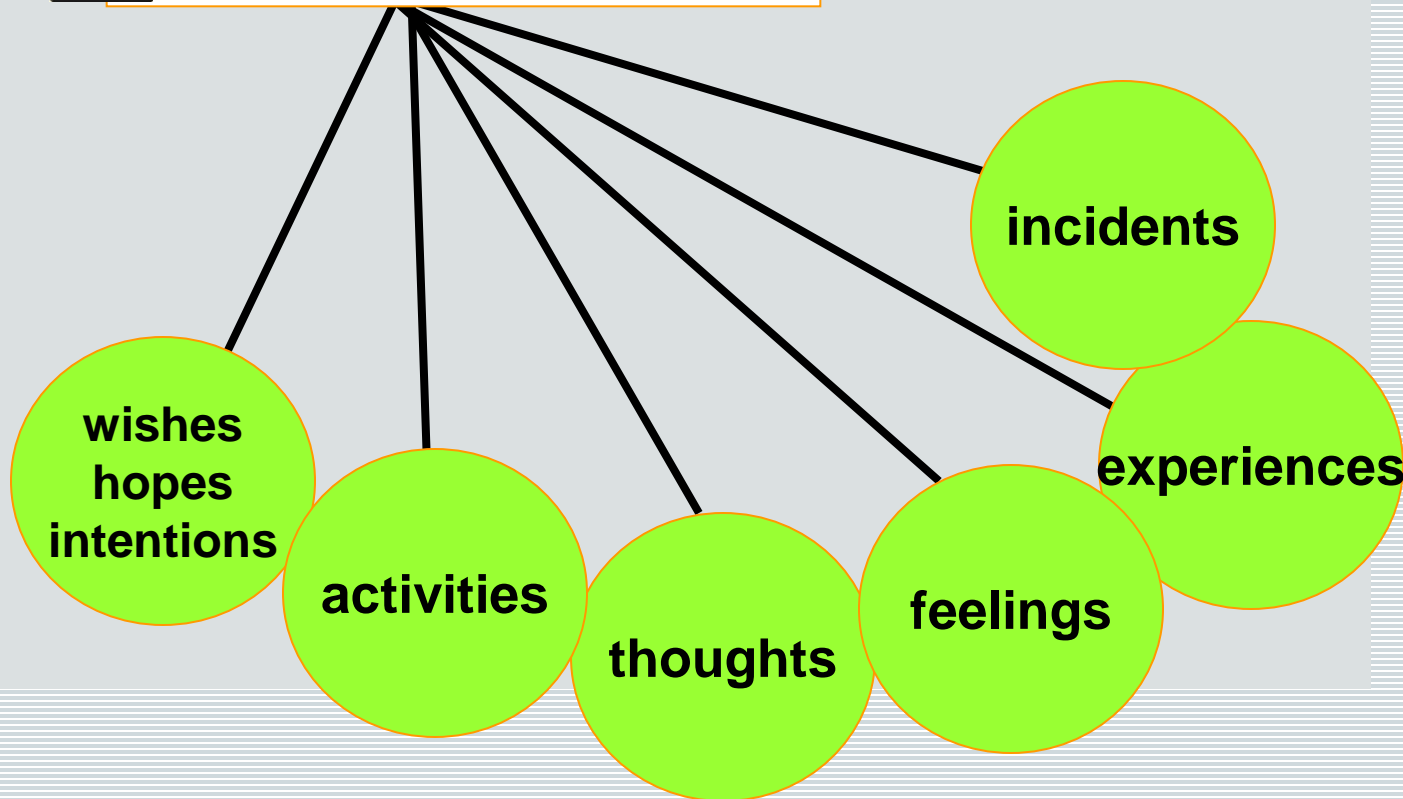
more



„reports“

less

„verdicts“



Talking with your eyes

It's no fun to look at a microphone.

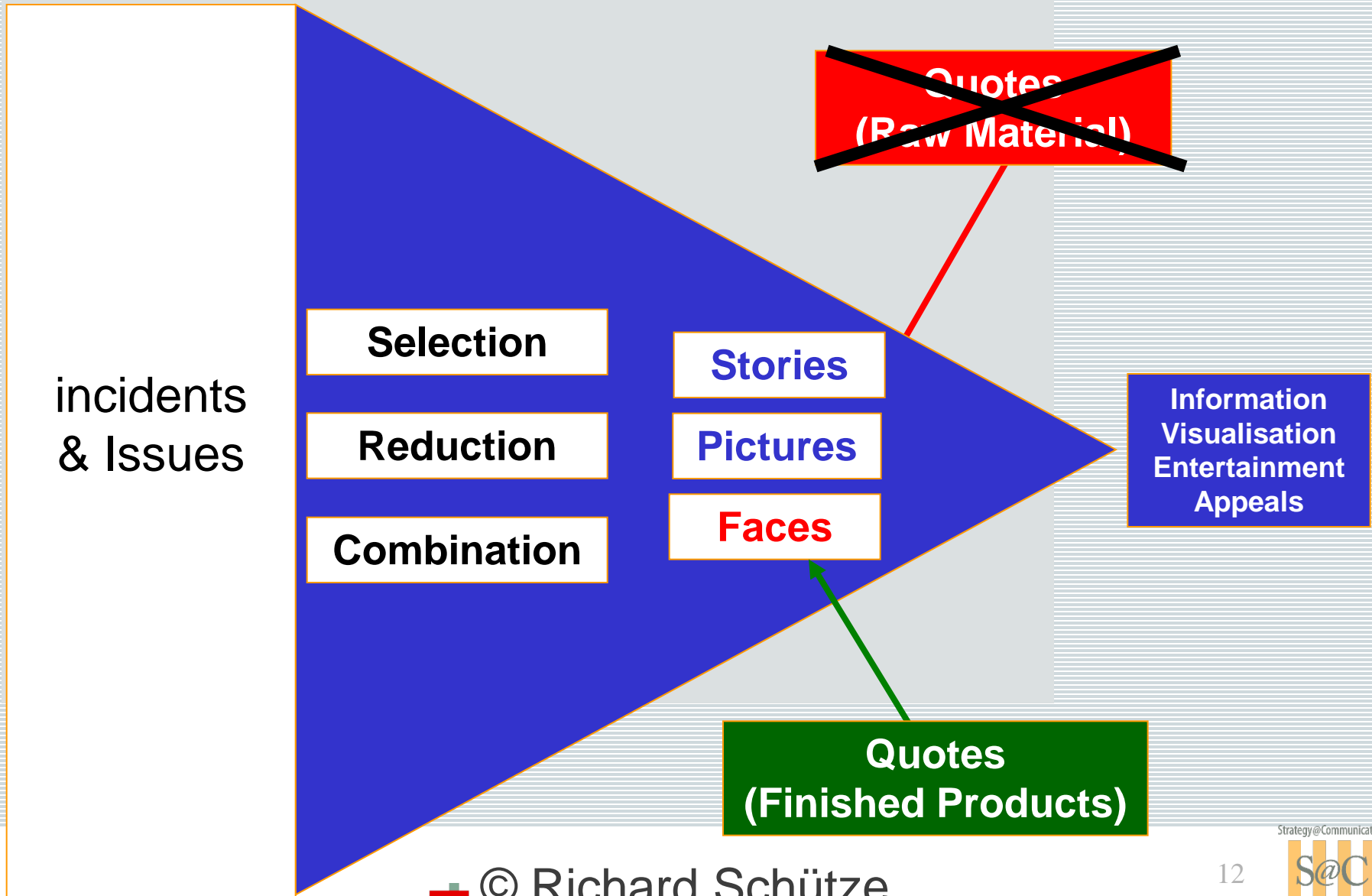
„Nothing is as lovely to look at
as a green landscape
or a human face.“

Muhammad

It's boring to look into a camera.

The Short Statement

Your Statement in the "News Machine"



Qualities of a Short Statement

short and straight

clear and focussed

personal and emphatic

Structure of a Short Statement

1 **conclusion**

...instead of an introduction

2 **reason**

...instead of a lecture

3 **evidence**

...instead of theories

4 **commitment**

...instead of dryness

5 **confirmation**

...instead of marginalia

The Interview

Elementary Questions

„What's Going <i>On</i>?“	(current facts)
„What Does It <i>Look Like</i>?“	(details → atmosphere)
„What Does This <i>Actually Mean</i>?“	(consequences)
„Who's to <i>Blame / Praise</i>?“	(protagonists)
„How Do You <i>Feel About It</i>?“	(emotional truth)
„What Can Be <i>Done</i>?“	(initiative)

You might be confronted with...

individual fates

other people's comments

former statements, practices, commitments

mistakes

contradictions

nebulosities

Basic Interview Strategy

start with **your message**

answer the questions
and **get back to your message**
as often as possible

end with **your message**

The Interview Toolkit

Like the one you are talking to

Repeat your message

Speak about **people**

Speak about **yourself** (yourselves)

Answer **step by step**

If you don't know for sure – **say so!**

You may begin your answers with a **question**

surprise

The Ambush

3 Reasons Not to Answer Spontaneously

no protection
(physically)

no knowledge
(facts, people)

no overview
(scenery, scenario, context)

Controlling the Impulse

avoid
further personal contact

emotional impulse

minimize
communication

...to ensure
further personal contact

rational necessity

...to enhance
communication

The Parrot-Method

My name is...
What's **your name**?
What do you need
to know?

2. That is an
important matter.

3. I cannot
comment on this
right now.

4. I will try to get
details as soon
as possible .

5. How can we
keep in touch?

6. Anything else
later...

