

Women Leading Locally



Media 101

Navigating traditional media during a campaign

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Who am I?



Journalists Aren't the Enemy

Common misconceptions

- They are looking for an angle or a development but not always to ruin your career
- Conspiracy Theories about the big bad media
- Keep your friends close, the media closer
- Caveat - not every politician has to love doing media

The Different Types of Media

You need to know the journalists intentions and the medium which they're using it for.

1. TV

- PKG vs VSV vs LVO
- Live interviews - 'down the barrel' or 'on desk/in studio'
- Live presser/press conference
- Live debate. How to interact w your opponent

Tips for TV:

- Only rookies overuse their hands
- Only nervous people speak fast/fill silence

ALWAYS RECORD YOUR INTERVIEW!

The Different Types of Media

2. RADIO

- Talk back vs soundbite
- The beauty of providing soundbites in regional areas
- Don't read answers

ALWAYS RECORD YOUR INTERVIEW!

TIPS FOR BROADCAST (TV and Radio)

- The art of actually listening - do not stick to the script
- Building trust
- If there's a negative story or you need to defend something, a written statement is best.

The Different Types of Media

3. PRINT

- Always looking for an exclusive
- Ask if you can respond via email or does it need to be an email
- Don't shy away from being spicy

ALWAYS RECORD YOUR INTERVIEW!

Extra Mile...

- Do you research BEFORE you pitch. Know them, AND know who you're trying to speak to.
- Watch interviews of the people who will interview you and your opponent.. See what views they go hard on, what they sympathise with
- Inappropriate to go for coffee but once the cameras stop recording, go speak to journos and build report
- Save everyone's numbers. Campaigns are wild.

HOW TO GET COVERAGE

- Without media you have next to no name ID
- Say yes to (almost everything)
- Exposure is key, but be protective of your brand
- Don't be everything to everyone
- Disagreeing is okay. Hero V Villain
- Emails or texts that get attention (timely, geographic proximity)
- Surveys - listening to telling
- Op Eds, op Eds, op Eds

INTERVIEWING PREP

- Research
- Ask what questions will be asked
- Know your own policies
- Authenticity
- Twitter alerts
- Google alerts
- Checking paper/radio

**ALL OF IT IS A WASTE UNLESS YOU RESHARE
ON SOCIALS! MEDIA = CREDIBILITY**

PRACTICING

- No one has an excuse not to with an iPhone.
- Smile too much or not enough?
- Overusing your hands.
- How wide your eyes are. Eye contact

AND WE'RE LIVE

- Two brains at once
- It will take a stuff up to calm the nerves
- It's okay to say you don't know - say you'll take it on notice, but you can't say that to every question or you'll look clueless
- Listen to the question and ANSWER THE QUESTION
- Tell them 'that's a good question' - shows your listening and builds rapport, use their name, gives you time.
- Don't talk over them
- If you get a question you like, you can use: "that's an interesting point but I believe the real issues xxx" "what really matters is" "the thing that deserves our attention"
- Don't ask if you can see the interview before it goes to air
- Keep your calm or the tantrum will draw attention
- **GET SOMEONE TO RECORD IT!**

**TIME TO PUT IT
TO THE TEST**

FASHUN

- Be true to you
- Block Colours.
- Mindful of topic
- Not the time for risks
- Make up
- If you feel confident your interview is always better

Some extra little tips...

- Where can people find you? Connect with your community - virtually and physically.
- Back your policy with facts.
- Mix of anecdotal stories to show familiarity + stats/surveys

And some other little tips...

- ALWAYS expect to be speaking at EVERY event you're going to, even when they tell you explicitly you're not. Have two fun facts in every single event you go to - A
- Don't talk about age negatively - but you can be self deprecating
- The longer your answer the more you're hiding something.
- Voter trust issues
- Buy your URL. Now.

**ASK ME (almost)
ANYTHING**

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For more information visit:
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communitydirectors.com.au/training/women-lead

