Media Training:
Developing the Message

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Media Cacophony
Message Overload

3,100 Messages – Every Day!

Help!!
Forgetting Curve

1885, Hermann Ebbinghaus
Memorable Messages

• U.S. Army
  “Be all that you can be.”

• Nike
  “Just do it!”

• Burger King
  “Have it your way.”

• Campell’s Soup
  “Mmm, Mmm, Good!”
Repetition & Consistency

• Repeat
  Say it again!
  Once more…
  And then yet again….

• Be Consistent
  You said that last time!! Oh, I remember it now!!
Take a Break!
Deliver the Message

• How to Work with the Media

• Interview Tips
Dr. Mehrabian’s Findings

- 7% Words
- 38% Message
- 55% Non-Verbal
Reporters Looking For:

• Themes – consistent messages throughout

• Narratives – Stories that illustrate your messages

• News – how is this new? Different?
Soundbite

• 7.3 seconds! (less??)
• Simile, Metaphor, Analogy
• Humor
• Folksy
• Rhetorical
• Pop Culture
Interview Tips

• Energy Level
• Look at the interviewer
  – Make eye contact
• Gesture
• Pay attention to body language
• Smile!
Media “Do’s”

*DO...*

- Know your audience
- Have realistic expectations
- Ask the reporter how you can help with the story
- Include information that will connect with the audience
- Maintain control and stay on message
Media “Don’ts”

Don’t…

- Go into an interview cold
- Wing it
- Speculate
- Attack or be adversarial
- Repeat a negative
- Let a reporter rephrase your response
What to Wear

• No white, very little black.
• Clothing that fits well
• Modest jewelry
• No plunging necklines or high-cut skirts
• No small patterns (checks/houndstooth)
• Sit on the edge of your jacket
• Reds and blues are good
• Be comfortable!
Thank You!

Join us next year in Phoenix!