



MEDIA TRAINING 101

Democratic Party of Illinois



TALKING TO REPORTERS

- Understand the rules of journalism
 - On the record
 - Off the record
 - On background
 - Not for attribution





TALKING TO REPORTERS



- Prepare for possible reporter tactics
 - The either/or (with no good options)
 - The hypothetical
 - The question that doesn't make any sense
 - Baiting
 - Personal opinion



TALKING TO REPORTERS

- Interviewee tactics

- Tell the truth
- Know your facts
- Talk about results
- Provide evidence and examples
- Be comfortable saying “I don’t know”
- Avoid using jargon
- Avoid rambling





HOW TO SPEAK ON CAMERA

- **Speech**

- Message repetition→ choose three key points to focus on
- Communicate content that you want to say in the first 30 seconds

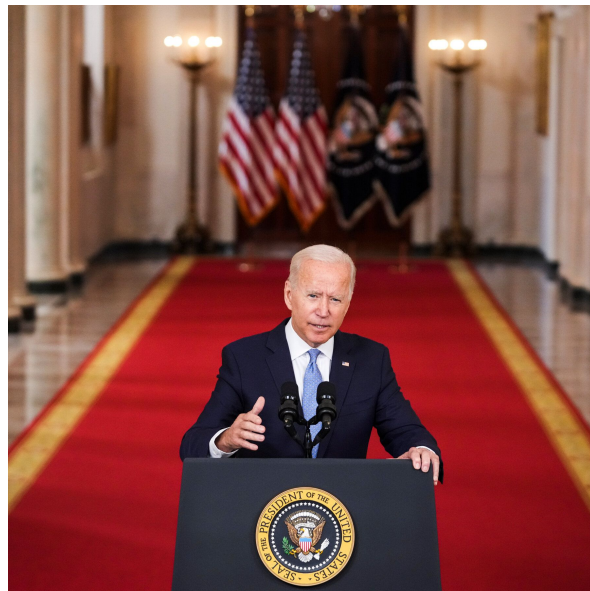
- **Body language**

- Use natural hand gestures
- Look down if you need to think
- Allow for a mental period of pause
- Pay attention to your resting/off camera face



EFFECTIVE MESSAGES

- ...Are simple and easy to understand
- ...Use metaphors and illustrative language
- ...Use emotion when appropriate
- ...Don't assume listener knowledge
- ...Include the use of visuals
- ...Focus on results, positive outcomes
- ...Are true



Credit: Maria Cardona / The Dewey Square Group



PERFECTING THE PIVOT

- Refocus the question back to your talking points by having a few pivots/bridges prepared ahead of your interview. Reframe the question to your strengths.
- Pivot examples:
 - ◆ That's an interesting question, but I think the real question we need to ask is....
 - ◆ The bottom line is...
 - ◆ Let's not forget...
 - ◆ That's not my area of expertise, but what I can tell you is...



STAFFING FOR DEBATES, TOWN HALLS, FORUMS



- Coordinate and determine an approvals plan for content ahead of time
- Have clear understanding of roles and responsibilities for each individual who is working to amplify the message of the individual participating in the event
- Monitor which press will have access to the participant before and after the debate.



PREPARING FOR DEBATES, TOWN HALLS, FORUMS

- Know the three big messaging buckets to drive
- Have an idea of what are expected “big moments”
 - Which answers to what questions will people focus on afterwards?
- Practice pivoting back to message with wildcard questions





Questions?

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