

TRAVEL
WISCONSIN

A photograph of four skiers standing on a snowy slope in a forest of bare trees. The skiers are wearing colorful winter gear: a yellow jacket and blue pants, a red jacket and black pants, a purple jacket and grey pants, and a teal jacket and grey pants. They are all holding their skis across their shoulders. The scene is bright and sunny, with shadows cast on the snow.

Media Training 101



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AGENDA

01

Your role

02

Prepare

03

Practice

04

Perform

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Post-interview

06

Practice exercise

07

Q&A

**BE SO GOOD THEY CAN'T
IGNORE YOU.**

Steve Martin

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YOUR ROLE AS A SPOKESPERSON

- **Be a resource**
- **Promote your brand**
- **Protect your brand**



PREPARE

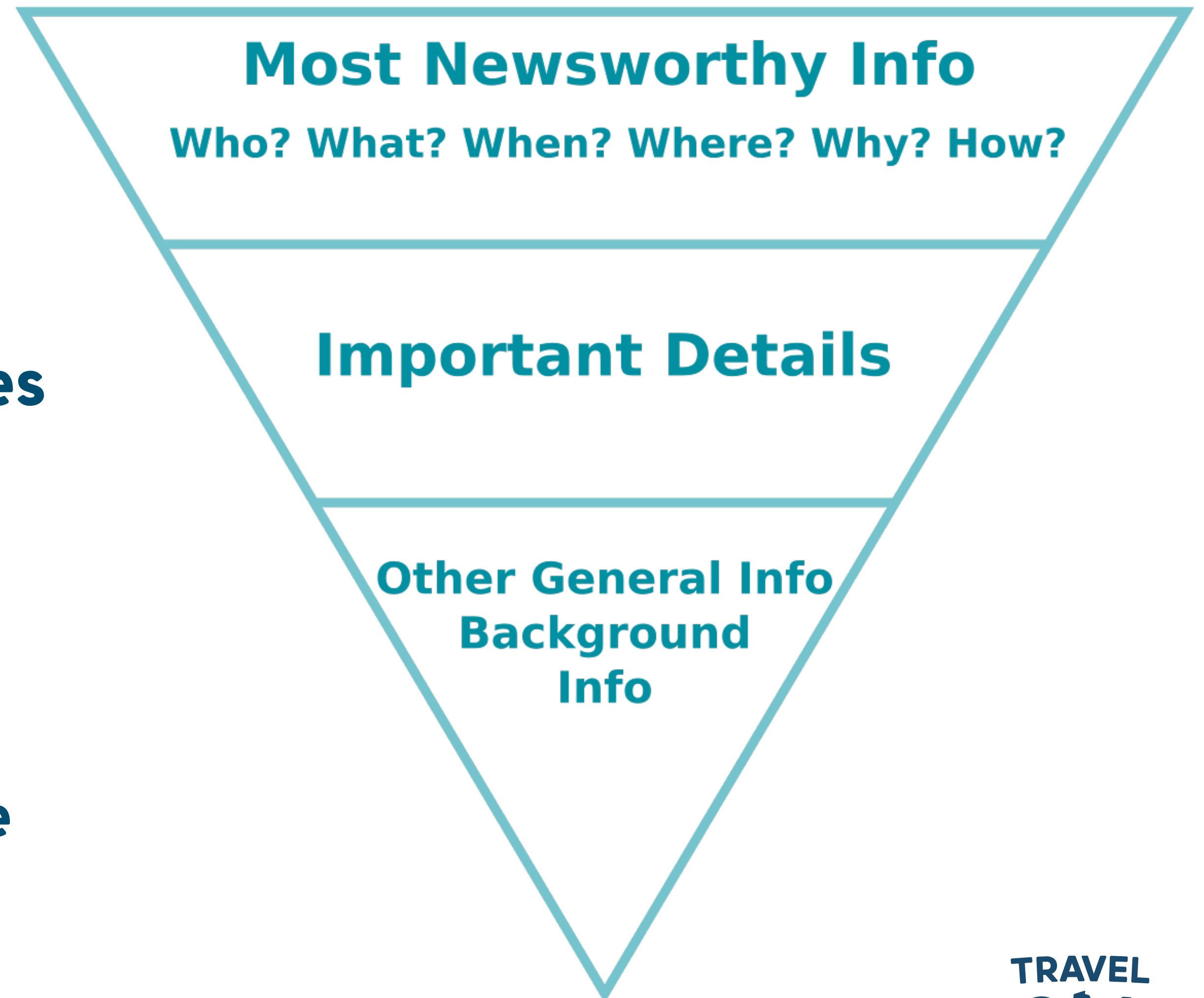


ADVANCE PREP

- **Research the journalist/program in advance**
 - **Google the journalist; watch the program and relevant segments**
 - **Ask for questions in advance (when possible)**
- **Understand media concepts**
 - **Types of attributions – On the record, off the record, on background**
 - **One-party consent recording laws**

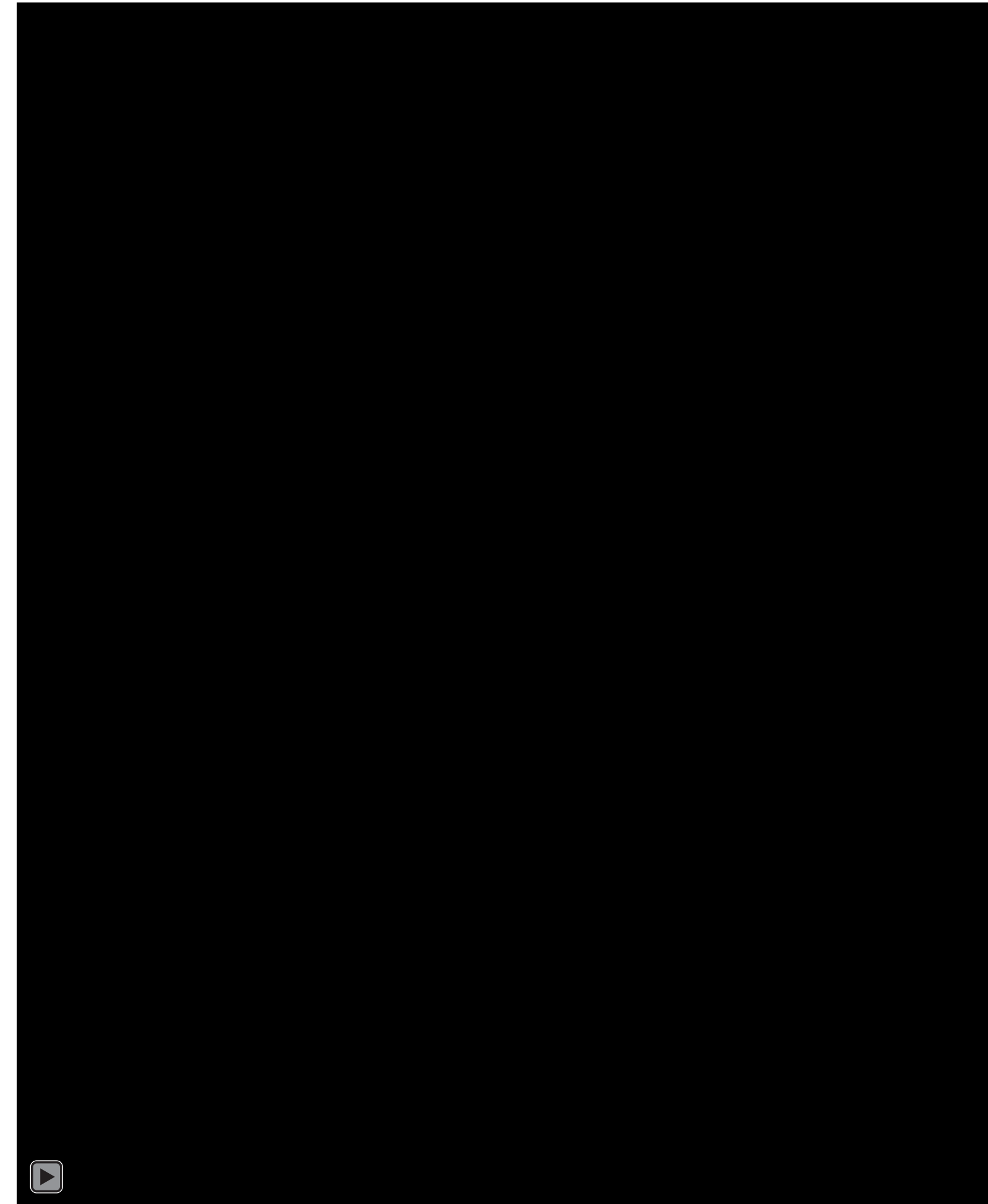
ADVANCE PREP

- **Develop key messages**
 - Inverted pyramid structure
 - Responses should be brief (edit!)
- **Vivid details can sell print stories**
 - Helps with place-setting
- **Be ready to back up key stats and facts**
 - Have the sources handy to be able to name and share them



ADVANCE PREP

- **Dress appropriately**
 - **Dependent on style of program / shoot location**
- **Set your space**
 - **In-person**
 - **Zoom interviews**





PRACTICE

“IT’S CALLED PRACTICE!”

- **Practice key messages in front of mirror**
 - **Take notice of your gestures, expressions**

- **Relay your key messages to a friend, spouse, etc.**
 - **Make sure it feels natural, take out the jargon**
 - **Ask for honest feedback**



PERFORM

AND... ACTION!

- **Focus on your key messages**
 - You “win” the interview when you relay your key message(s)
 - Stay positive, remember your role as spokesperson is to promote and protect your brand
 - Limit your answers to around a minute or less (broadcast)
 - Stop talking when you are done (a journalist trick is awkward silence)
 - Use positive and colorful language; avoid industry-speak

AND... ACTION!

- **Listen carefully; pause before answering questions (particularly important for broadcast)**
- **Own the interview; find segues from their question to yours**
- **Ask to have interviewer restate questions if needed/possible**
- **Every word counts, use strong statements (avoid “I think,” “I don’t know,” “we’re unsure,” “the problem,” etc.)**

HARD QUESTIONS

- **Never debate a reporter; make your point and move on (stay brief)**
- **Don't be afraid to say, "I don't know, let me get back to you"**
- **Don't repeat a negative question**
- **The interview could be structured to have hard questions at the end**



POST- INTERVIEW

FINISH STRONG

- **Final question: “Is there anything you’d like to add?”**
 - **The answer is always YES; this is an opportunity to restate key messages**
- **Follow-up with additional references (if it came up)**
- **Suggest other sources to speak to when appropriate**
- **Flag errors in stories quickly after publication**

**YOUR TURN TO
TRY**

PRACTICE EXERCISE

- Partner up with a neighbor
- Feel free to stand up, spread out around the room
- Record a short interview of your partner with their phone
- Ask them five simple questions to be answered in under 1:30
- Switch roles and repeat
- Review video later to learn and improve



PRACTICE QUESTIONS

- **Please spell your first and last name and provide your title.**
- **Describe your organization's mission.**
- **What can visitors expect at your organization/destination?**
- **How can visitors learn more?**
- **Is there anything else you would like to add?**



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You've got this!