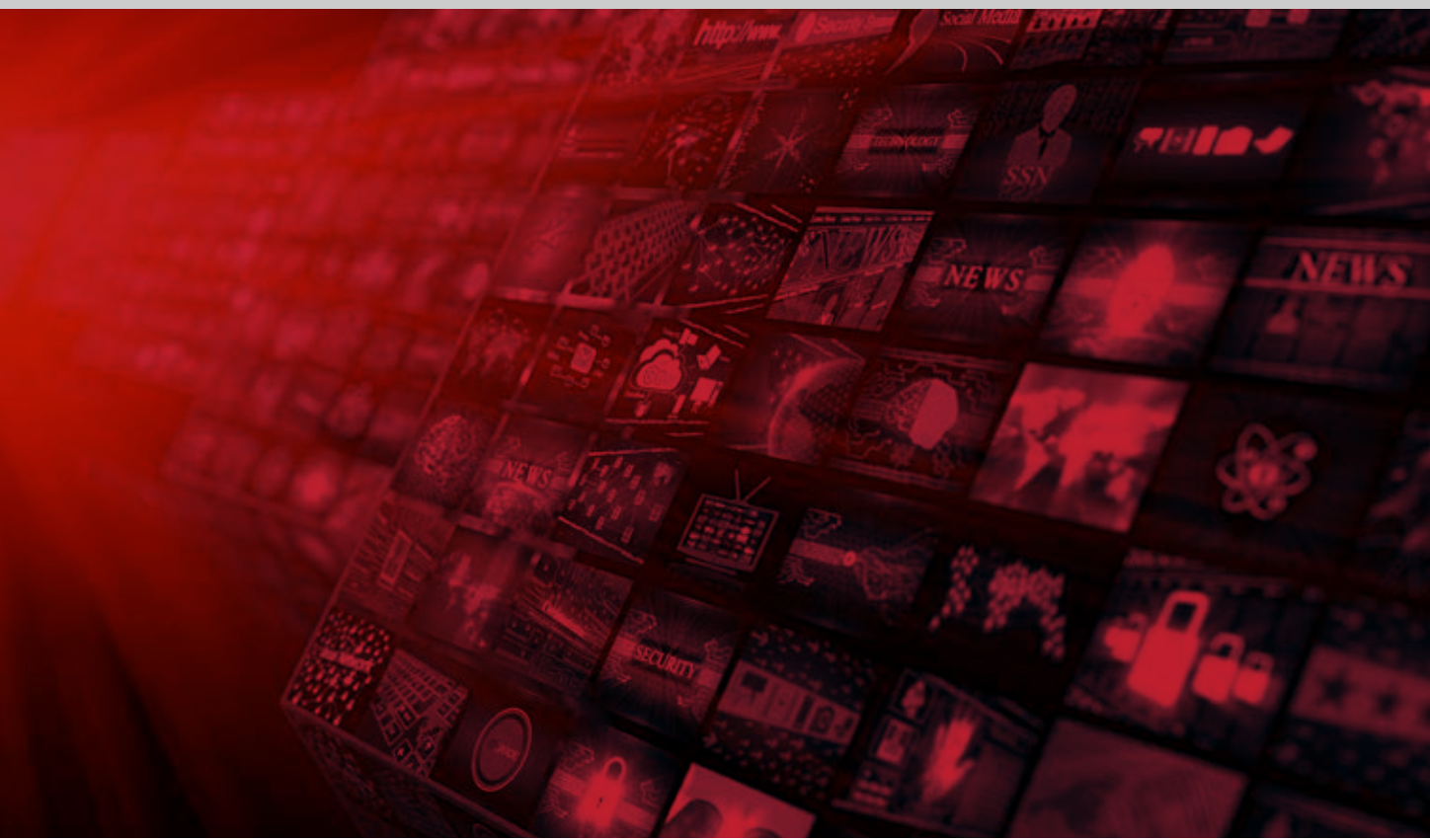




# CAMPAIGN CAPITAL

COMMUNITY • GOVERNMENT • MEDIA



## Cutting Through

Media training  
for better results

[campaigncapital.com.au](http://campaigncapital.com.au)

# Campaign Capital affects change through quality communications and public relations.

Headquartered in Perth, Western Australia, and with a presence in Brisbane, we are trusted advisors to a broad range of government, business and community sector clients.

We are a  
values-driven  
organisation,  
committed to:

- Excellence
- Accountability
- Respect
- Reconciliation

# Introduction

Traditional forms of media continue to play an important role in shaping public opinion and affecting change.

While an ever-evolving social-media landscape provides new opportunities to communicate with people, traditional media still largely sets the agenda.

In many cases, the debate around issues on social media is a reaction to issues being raised by traditional media.

Organisations and individuals with a need for visibility and to influence key decision-makers, as well as the general community, should prioritise the use of traditional media as a key part of their communication strategies.

However, the traditional media landscape is changing, and a lot more thought and planning is required to cut through.

As competition within the industry has increased, traditional media organisations have sought to cut costs, and there are now fewer journalists.

This means there is far greater competition for the media's attention, with journalists, producers and editors making quick decisions about where best to allocate their time.

Understanding how to capture that attention and help journalists do their jobs, while meeting your objectives, is becoming an increasingly important and specialised skill.

Campaign Capital has developed our *Cutting Through* workshops to give you the knowledge and skills you need to make the most of working with media. We will help you get the results you need to help your organisation achieve its objectives.



# What is news?

Our workshops commence with an overview of what makes news.



Some examples of what makes news include:

- **Politics**
- **Events**
- **Issues**
- **Natural disasters**
- **People**
- **Animals**

We also discuss the elements that help a story rise to prominence. These include:

- **Timeliness**
- **Impact**
- **Scope**
- **Threat**
- **Uniqueness**

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# Types of media engagement

Media engagement falls into two categories

## Reactive media

We talk about how to make the most of reactive media opportunities.

## Proactive media

We outline the benefits of taking a proactive approach to media relations, and the techniques for doing this.



# A strategic approach

Before your organisation engages with media, it is important to identify and understand what you want to achieve. You should always approach your engagement with the media strategically: identify your objectives, think through a strategy and then take actions to execute the strategy. You may also wish to consider measuring your results.



*Cutting Through* workshops take you through each stage of developing and implementing a media strategy.

We also discuss techniques that can help you measure the effectiveness of your media engagement.

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# Media protocol

It is important to identify a protocol within your organisation for dealing with media enquiries. Think of these as rules of engagement, to help you get the most out of opportunities and to prevent mistakes.



*Cutting Through* workshops take you through the issues you will need to consider to develop a media protocol for your organisation. This involves identifying key media people within (or external to) your organisation.

We also discuss the importance of identifying the issues that you will (or won't) provide comment on, as well as the conditions required to deem a 'no comment' response.

Campaign Capital can also tailor workshops for you and your team to develop a media protocol for your organisation.

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# Interviewing strongly

A strong performance during an interview maximises the likelihood of your story getting up, and your message cutting through.



*Cutting Through* workshops provide detailed advice and practical examples on how to make the most of an interview. We explore:

Key message development

Preparing for an interview

What to do during an interview

What to do after an interview





# Different types of media

Interviews for different types of media should be approached differently.

*Cutting Through* workshops provide detailed advice about engaging with:

TV – News

TV – Current Affairs

Radio – News

Radio – Talkback

Print / Online



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# Responding to questions

There are various techniques for responding to questions that will help you get the result you want. *Cutting Through* workshops explore each technique in detail, then, through simulated interviews, let you practise those skills to respond to questions.

The techniques we cover include:

Bridging

Getting back to your key message

We then teach you how to use these techniques to deal with:

Hypothetical questions

Journalists putting words in your mouth

Direct questions

Questions you didn't anticipate

Questions outside your realm of knowledge

Questions you don't want to answer



# Interview traps

Journalists employ various techniques to get information or responses they want. *Cutting Through* workshops identify some common traps and provide techniques for dealing with them.

The techniques we cover include:

Rapid fire questioning

Interrupting

Dart throwing

The merry-go-round

Needling



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# Controlling the interview

To get the best result from an interview, it is important to stay in control. *Cutting Through* workshops provide techniques to help you maintain control from start to finish.

Techniques include:

- Controlling the circumstances
- Bridging to your key messages
- Turning negatives into positives
- Staying on track
- Repeating key messages
- Speaking as if to your audience
- Keeping calm
- Ending the interview on a positive note



# Managing your expectations

Dealing with the media can be frustrating and stressful, but if you manage your expectations, it can be rewarding for your organisation and help you achieve your objectives.

*Cutting Through* workshops can help you manage your expectations, and learn how to maximise opportunities to get your message across.

We discuss the following common issues / myths about expectations and outcomes:

You cannot control the media

Be flexible

Understand you will be edited

You may not be the focus of the story

You may be misquoted

Just because you think it's news, doesn't mean it is!

It's not personal



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# Simulated interviews



After providing you with a strong theoretical background, *Cutting Through* workshops give you the opportunity to practise your new skills.

We will simulate and record interviews, then play them back and provide feedback.

We will tailor the interview using a media release / issues relevant to your organisation. We will pose questions that expose the range of questioning techniques and traps you might experience in a real interview. As well as providing in-workshop feedback, we can send you the footage / audio of your interview for you to review as needed.

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# Cutting Through guide

All *Cutting Through* workshop participants receive a copy of the *Cutting Through* guide – a detailed resource for you to refer to whenever you are planning or engaging with the media.



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# Cutting Through workshops

*Cutting Through* workshops run over four hours and are suitable for groups or individuals.

We have four structured programs to choose from, which can be tailored to your organisation's needs.

	PARTICIPANTS			
	8	4	2	1
<b>THEORY &amp; TECHNIQUES</b>				
What is news?	•	•	•	•
Reactive & proactive media engagement	•	•	•	•
A strategic approach	•	•	•	•
Media protocol	•	•	•	•
Interviewing strongly	•	•	•	•
Different types of media	•	•	•	•
Responding to questions	•	•	•	•
Interview traps	•	•	•	•
Controlling the interview	•	•	•	•
Managing your expectations	•	•	•	•
<b>SIMULATED INTERVIEWS</b>				
TV - press conference	•	•	•	•
TV - current affairs				•
Radio - telephone interview			•	•
Radio - studio interview		•	•	•
<b>TAKEAWAYS</b>				
Guide to effective media engagement	•	•	•	•
Video & audio files	•	•	•	•



To book a *Cutting Through* workshop for you or your organisation, please contact:



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