



How to:

Work with the Media

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Webinar slides and recording

This webinar is being recorded. The recording and presentations will be made available for IEMA members on iema.net within 48 hours of the webinar.





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Q&A

Send in your questions as we go through the session – we'll have some time to answer questions after the presentation.

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Short, sharp and to the point

This will give you some of the key skills you need when you are dealing with the media – the rules are the same for all interviews!



A bit about me

- Former BBC Environment Correspondent
- Radio, TV and online
- Previously worked at Sky and for newspapers
- For several years, I have been the other side of the cameras, with leadership roles in utilities and sustainability – also recruiting and hiring.



It's a very busy media landscape

- Thousands of channels
- Old and new media
- Print and broadcast
- Very easy for your message to be diluted



So why bother?

- Gets your message out
- Gives credibility
- Valuable information
- Supports your personal brand





Step 1: Prepare, Prepare,
Prepare

1:1 Preparation starts before you get a call..

- What's your target audience? (there may be more than one)
- What does that audience read/watch/listen to?
- Print and broadcast – is there a difference?
- What does success look like?
- **Very easy** for your message to be diluted

1:2 Preparation starts before you get the call..

- If someone rang you for an interview tomorrow, what's the **key message/s** you want to get across?
- How would you say this? Would you change how you said it depending on the audience?
- Make sure you feel **confident** with these messages, and **review** them regularly

For example..

Message	Phrase	Context	Fact
Zero carbon	It's vital that the government gives clear signals that support zero carbon	Environment Bill	86% of our members support legislation to promote zero carbon
Climate change	Business leaders in our sector know this is urgent	COP 26	250,000 jobs in our sector are climate change dependent
Diversity	We must support people of colour in the profession	BLM/BuildBackBetter	People of colour are only 4% of our workforce – this must change

1:3 Preparation starts before you get the call..

- This might seem unnecessary, but:
- It's much easier to recall information you review regularly
- Being confident in relaying knowledge is as important in the (virtual) office as it is on TV/radio/new media/print

Helmuth von Moltke 1800–91
Prussian military commander:

"No plan of operations reaches with any certainty beyond the first encounter with the enemy's main force."

In other words: **no plan survives first contact with the enemy**



1:4 "Hello? I'd like to interview you about..."

- Don't panic!
- Don't say yes immediately (or sometimes at all)
- Think about how this helps your comms objectives
- What do you want to say?
- What does success look like?



1:5 "Hi. Yes, I'd be happy to..."

- Ask about:
 - Context (report? Radio/TV package to run before? Can you hear it?)
 - Other speakers
 - Live/pre-record
 - How long
 - Any information they really want to get out of this



1:6 On the day prep

- Presenter name
- Leave enough time
- Rehearse with a colleague
- Think about where and when
- What will you look like?
- Every second counts





Step 2: The Interview

2:1 Make it easy on yourself

- Bring/use your notes (radio/online)
- Don't get fazed by the tech
- Take a recording if you want
- Be an **active participant** – don't let the interview happen to you



2:2 Don't (necessarily) answer the question..

- Take a breath
- Find a "that's a good question" phrase
- Pivot - watch this:
<https://www.youtube.com/watch?v=C-7fzHy3aG0> (don't go this far)



2:2 Do:

- Use your expertise
- Use your enthusiasm – release your inner Pyke (or Bellamy)!
- Stay an active participant – where are they going with this?





Step 3: Applying the Skills

The same techniques apply:

- In a job interview
- Presenting a big project to senior managers/colleagues
- When speaking at a conference





Questions & Answers



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Thanks for joining us

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