
**MEDIA TRAINING PRESENTATION BY
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**BIG I NEW YORK
BOARD OF DIRECTORS MEETING
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WHY CONDUCT MEDIA INTERVIEWS?

*PROVIDES A UNIQUE OPPORTUNITY TO PROMOTE BOTH
YOUR INDIVIDUAL BUSINESS AND*

*DEMONSTRATE THE IMPORTANT ROLE OF THE INDEPENDENT
AGENT TO THE NEWS MEDIA AND THE PUBLIC*





<https://vimeo.com/32207413>



WHAT DID YOU LEARN FROM THAT?

WHAT COULD HAVE BEEN DONE TO AVOID THAT
MEDIA DISASTER FROM HAPPENING?



MEDIA OUTREACH – WHERE TO BEGIN?

- Start local...
- Take the time to really analyze the local print and broadcast media in your community.
- Make yourself available as a resource.
- Let the news outlets know what you can talk about
- Be willing to provide information, research and analysis without specifically getting an interview



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THE WORD "INDEPENDENT" SHOULD BE INCLUDED IN ALL KEY MESSAGES!

WEATHER RELATED EVENTS ARE A GREAT PLACE TO START

REPORTS | JUN 25, 2019

State of the News Media



According to the Pew Center for Media Research, 70 percent of local news users are interested in weather-related stories. They are not only interested in weather prediction, they are interested in how weather affects their kids, business, safety, weekend plans...



YOU HAVE A MEDIA INTERVIEW! GREAT, NOW WHAT?

FIVE TIPS TO CONDUCT A MEDIA INTERVIEW

PRACTICE... PRACTICE.... PRACTICE..

1. SUCCESSFUL INTERVIEWS... BEGIN BEFORE THE INTERVIEW STARTS....

Ask questions before agreeing to conduct the interview

- What is the goal of the interview?
- See if they are willing to give you the questions ahead of time?
- Research the reporter and the news outlet
- Ask how much time you will have for the interview?
- Find out if you can “do over” a sound bite if it is a taped interview
- Never be afraid that you need to get back to the reporter.

2. KNOW WHAT YOU WANT TO SAY!

You do not conduct media interviews to answer questions. Media Interviews are an Opportunity to Advance key Issues

- ❑ Have a goal for every interview. Know what you want to accomplish with the interview.
- ❑ Know Your three key messages – make sure you can deliver them succinctly - with plenty of lively examples.
- ❑ Develop a strategic, clever sound bite for all interviews.
- ❑ Anticipate difficult questions and prepare your answers.

2. KNOW WHAT YOU WANT TO SAY!

Print Interviews:

- Use the interview as an opportunity to educate the reporter about what insurance is and how it works...
- Send background materials in advance of the interview.
- Never be afraid to say “that is a great question... but I will need to get back to you...”
- If you are conducting the interview by phone. Smile. Research show that you will sound better. More confident. Smarter....

2. KNOW WHAT YOU WANT TO SAY!

Broadcast Interviews – television and radio (What is more difficult taped or live interviews?)

If you are conducting a broadcast interview, write down every possible questions and then write an answer. Say it out loud. Remove any words that are difficult to pronounce.

Taped Interviews:

- Create sound bites that are complete thoughts that can't be edited.
- Develop short and long answers for each key message
- Use silence to your advantage.

2. KNOW WHAT YOU WANT TO SAY!

Broadcast Interviews – television and radio

Live Interviews

- Know exactly what you want to say...
- Have a few key soundbites.
- Anticipate difficult questions and have answer ready...And, pivot back to the key messages
- Don't be afraid to say there a four key tips... and then state them
- Work on the sound of your voice...Vary it.
- Practice...As Much as Possible

3. BE HELPFUL TO THE REPORTER

- Send written material on the subject in advance of the interview
- Try to do as much of the reporters work as possible.
- Offer the name of other people the reporter can interview
- Provide visuals such as b-roll, photography or suggestions for places to tape
- If you have a website or large social media following... let the reporter know about it. And, ask if you can snap a photo of the interview to use for social media.

4. BE COMFORTABLE...BUT DRESS TO IMPRESS

Relax

Get a good night's sleep. Eat. Breathe...

Dress

Dress comfortably but conservatively... And, dress for the situation

Consider

Consider having someone tape the interview...while it is being conducted as a record...

Look

Look at the reporter during the interview. Keep eye contact.

Smile

Smile... you will look better and sound better

5. THE INTERVIEW IS NOT OVER UNTIL THE REPORTER HAS LEFT THE BUILDING

- Stay “in character” until the reporter and his/her staff has left..
- Be careful of off the cuff remarks.
- Never say anything that you would not want to hear in an interview.
- Thank the reporter for the interview... and, if it goes well, pitch the next interview

PRACTICE MEDIA RELATIONS ETIQUETTE

- Be Available
- Get Back to Reporters
- Be truthful...always!!!
- Answer Questions...Avoid saying no comment.
- Avoid off the cuff remarks.
- Praise good work
- Correct errors politely
- Make reporters look good to their bosses.

KNOW WHEN YOU MAY NEED ADDITIONAL ASSISTANCE

- You can prepare for many interviews internally with staff, friends or family members. Use your phone to tape practice interview.
- Run messages and language by some one who does NOT work in the industry.
- If you are having trouble developing key messages, consider someone who can help you draft them.
- And, if the thought of going of doing a podcast, radio interview or television interview terrifies you.... Consider getting professional media training.
- Lastly, national media interviews or complicated issues may necessitate professional assistance.

PRACTICE INTERVIEWS - SAME TOPICS

- I. How Can Consumers Save on Auto Insurance?
- II. What types of Winter-Related Disasters are Covered by a Home Insurance Policy?
- III. What Questions Should I Small Business Owner Have When Purchasing Insurance
- IV. Is Flood Insurance Necessary?

THANK YOU FOR YOUR ATTENTION!

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