

These are screen captures of Andrea's slide deck. I will switch it to hers when I receive it. Emily

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MEDIA TRAINING / PUBLIC SPEAKING

FUNDAMENTALS FOR DELIVERY

NATIONAL PUBLIC RELATIONS

11-26-2021



Agenda

01	Introductions
02	Review of Key Messages.....
03	Review of Frequently Asked Questions
04	Responding to media and staying on message.....
05	How to handle questions that are inappropriate or when you don't know the answer
06	Coordinating interviews / next steps.....

Key Messages

- The Charter protects the rights of all citizens to vote. Children and youth are citizens, we are protected from discrimination based on our age.
- The Electoral Act is unconstitutional and violates our rights. By filing this court challenge, we want to see the Court strike down the age requirement for voting and ensure that our rights as citizens are protected.
- As citizens, we have a right to participate in decisions that affect our lives, including having a say in who is elected.
- Parliament makes decisions that affect us – we are impacted by the COVID-19 pandemic, the economy, climate change, racism and discrimination and much more.
- Our experiences and perspectives are different from adults, and we have opinions on these issues and our voices matter.
- If we are successful, it will mean that Parliamentarians will have to pay attention to what matters to us and be accountable to us as citizens.
- While some adults feel like this is a radical idea, it really isn't. In Canada you can become a member of a political party and vote for your leader at the age of 14, and several other countries have already lowered the voting age. It's time for Canada's laws to catch up.



Possible Questions from Media

- Why are you a litigant in this case?
- How did you get involved in the court challenge?
- Why is lowering the voting age important?
- What is your goal – what are you hoping to get out of this?
- What would you say to people who think young people are not mature enough to vote?
- Is there a risk that children will be manipulated to vote the same way as their parents or other influential adults?
- Not all young people want to vote and some might disagree that youth should be able to vote; what do you have to say to them?





Overcoming Stage Fright

Trust

People want you to succeed, they are on your side.

Acceptance

People understand if English is not your first language.

Confidence

Very few people are natural public speakers, you are not alone!

- B** Believe what you are saying.
- R** Rehearse.
- I** Interesting. Trust that you are.
- E** Edit.
- F** Fun. Have fun with it!

BRIEF Through It



10 Tips for a Successful Interview



- | | | | | |
|---|--|--|--|-----------------------------------|
| 1
Deliver the headline first – get straight to the point | 2
Use your key messages at every credible opportunity | 3
Know what is in the news that day | 4
Stay positive – don't repeat the negative | 5
Never say "no comment" |
| 6
Don't speculate or answer a hypothetical question | 7
Answer the same question with the same answer | 8
Be a good listener – don't be afraid of silence | 9
Stay on topic | 10
Tell the truth; be yourself |

Media interview Basics

Key Dos and Don'ts

- ☐ Never try to avoid the interview
- ☐ Never go off record
- ☐ Never say no comment
- ☐ Never answer with just "yes" or "no"
- ☐ Never highlight the negative
- ☐ Never speculate
- ☐ Never be afraid of a long pause
- ☐ Never assume the interview is over



- ☐ Use **plain language**
- ☐ Give **personal anecdotes**
- ☐ Focus on **human factor**
- ☐ Ask for **clarification**
- ☐ Give **repeat answers** to repeat questions
- ☐ Focus on **solution** / offering
- ☐ Remain **positive**
- ☐ Be **polite** / reflect humility

Handling Tough Questions

3-D techniques to stay on message or get back to message:

- **Deflection** – “Interesting point, but we believe...”
- “That’s a very interesting question; let me remind you though
- That’s not my area of responsibility, but...
- **Dissection** – “I’m glad you raised the issue of...”
- **Disregard** – “The real issue here is...”
- Before I forget, I want to tell your audience
- While X is certainly important, we can’t forget Y
- As I mentioned earlier ...
- That reminds me...



Media interview Basics

The Power of “I Don’t Know”

“I don’t know, but I will get back to you on that as soon as I can”

Use:

- When in doubt
- When feeling cornered
- When the discussion veers into undesirable territory

Why:

- Not very quotable (especially compared to “No Comment”)
- Viewed as a respectful and honest reply

The key is: promise to get back to them...and then really do get back to them!

The Four Functions of a Media Encounter



1. Relevance:
Get the **right** people to **care**
2. Comprehension:
Get people to **understand**
3. Credibility:
Get people to **believe**
4. Urgency:
Get people to **act**

TiPs for Success

3 Steps to Success

Step 1

Identify what the audience wants to know and needs to know. Write out the questions you believe will be asked.

Start with the who, what, when, where, why and how.

Identify the money questions.

By going through the process, you are practicing the interview!



3 Steps to Success

Step 2

Based on the questions, develop your three key messages that answer every single question.

No more than 20 words a message and no more than 3 to 4 messages

Keep your messages broad so they can address more questions.

Easy-to-understand language; avoid jargon and acronyms.



3 Steps to Success

Step 3

Practice – OUT LOUD!

This is when you discover if you can actually say what you wrote down on paper.

Align your key messages.

Work on your transitions between key messages.

Track your progress!

