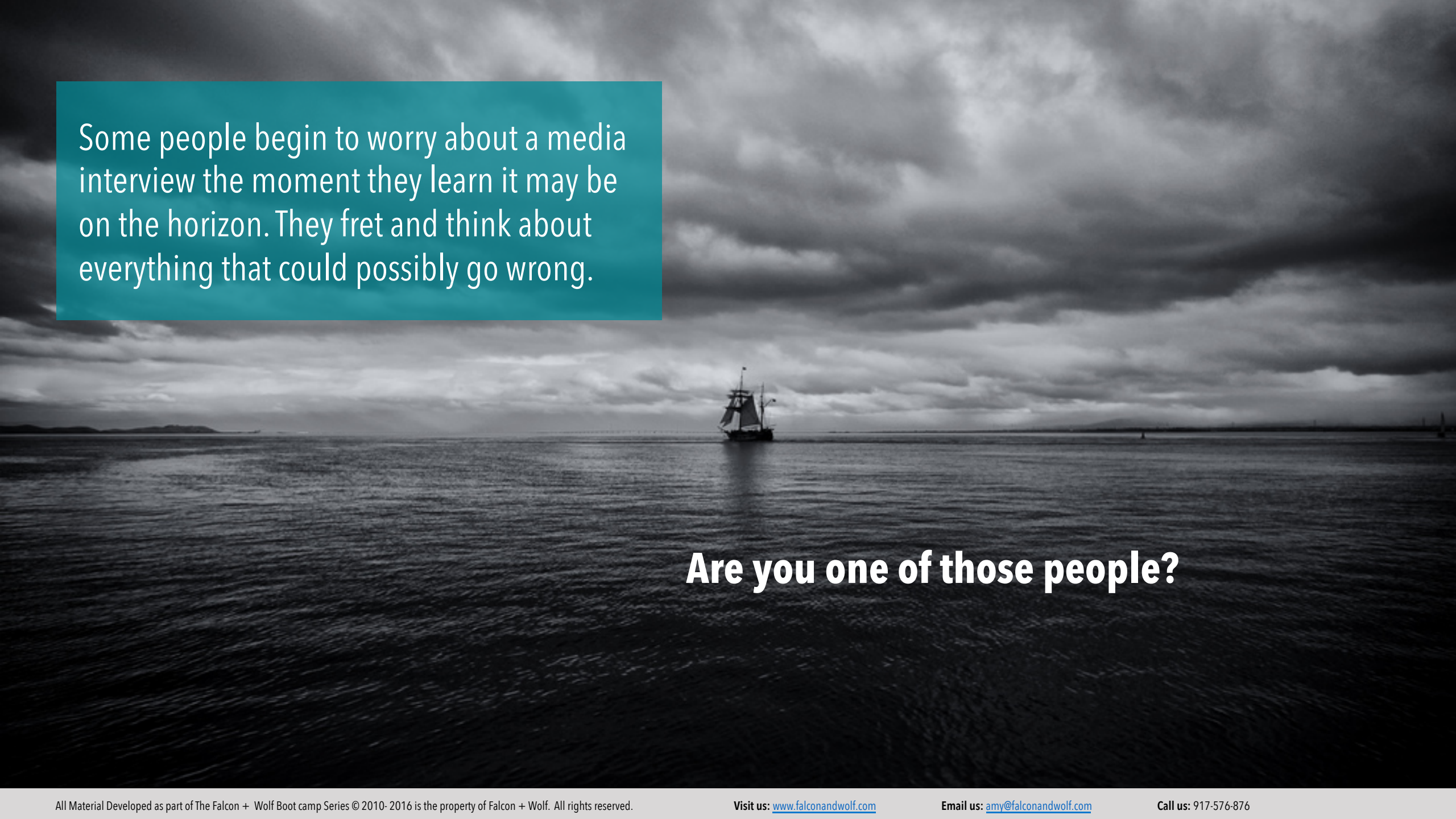




From the Falcon + Wolf PR Boot Camp Series:

**(Relatively) Painless Media Training  
in Ten (More or Less) Simple Steps from  
Experts Who Have (Thankfully) Survived  
Tough Interviews and Lived to Tell  
About it (Pretty Much Unscathed).**



A dramatic seascape with a large sailing ship on the horizon under a heavy, cloudy sky. The ship is a multi-masted vessel, possibly a galleon, with its sails partially set. The water is dark and choppy, reflecting the overcast sky. The horizon is low, and the sky is filled with thick, dark clouds, creating a somber and intense atmosphere.

Some people begin to worry about a media interview the moment they learn it may be on the horizon. They fret and think about everything that could possibly go wrong.

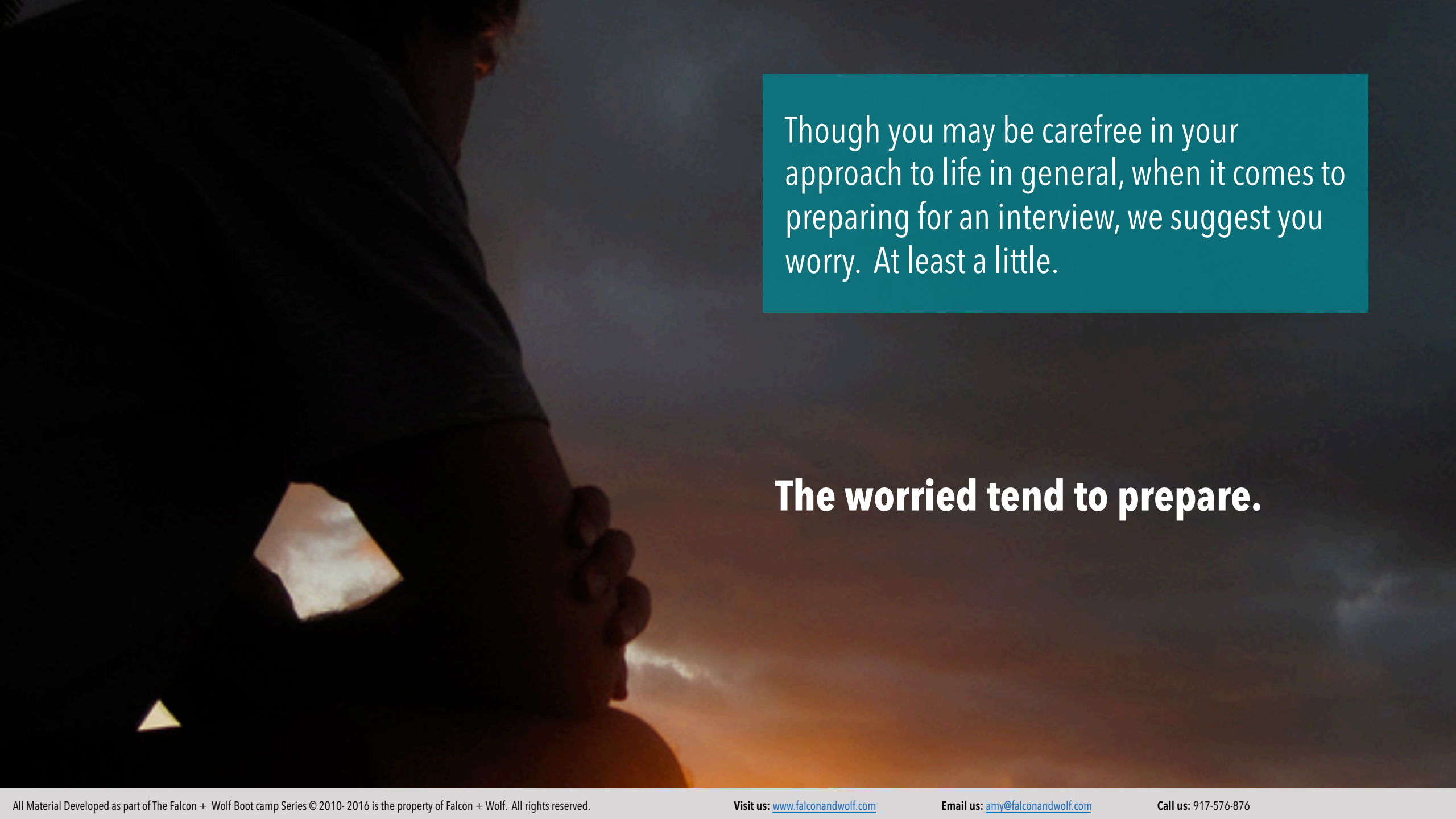
**Are you one of those people?**



While others aren't concerned in the slightest. If they think of the upcoming interview at all, they have a vaguely positive feeling that everything will be fine. A day at the beach.

**Are you one of those people?**

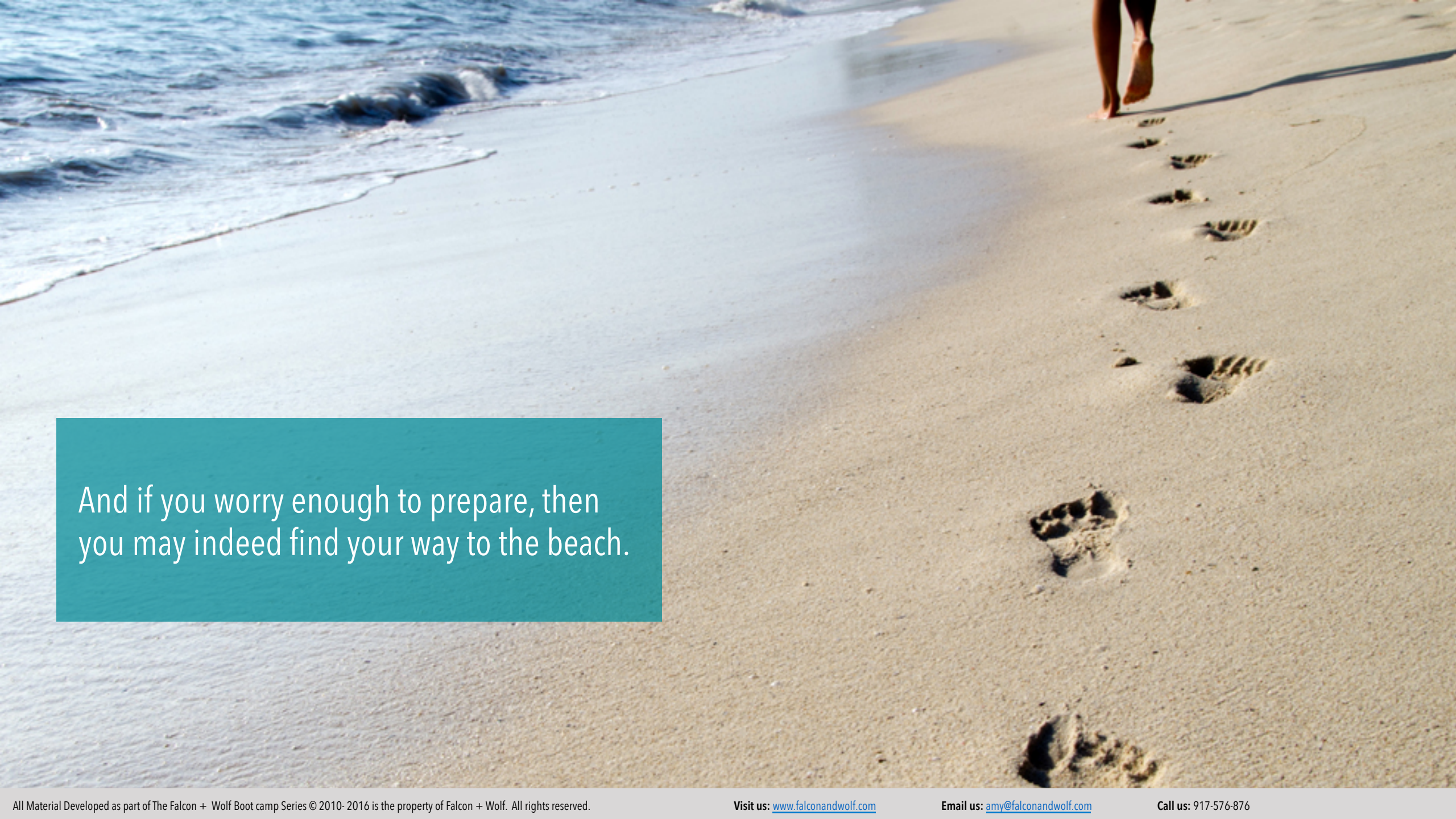




Though you may be carefree in your approach to life in general, when it comes to preparing for an interview, we suggest you worry. At least a little.

**The worried tend to prepare.**





And if you worry enough to prepare, then  
you may indeed find your way to the beach.





So for your trip to the beach, here is the best media training formula we have developed over more than two decades in the trenches...

## **Falcon + Wolf's Secret Recipe for SUCCESS**







**Doctor:** Oh, Mr. Holmes, I would love to tell you, but then, of course, I'd have to kill you.

**Sherlock:** That would be tremendously ambitious of you.

– Sherlock, *"The Hounds of Baskerville"*





**ONLY KIDDING....**

**It's NOT really about  
our Secret Recipe**





# It's a much more boring, garden-variety formula.....



+



+





Ok, so we finish it with a dash of special sauce..



+



+




+





# Step One: Your Media Training Mindset and Your Mantra

**Before you even begin to prepare for your interview, set the tone for the whole experience. Approach your interview with:**

- 
- A silhouette of a person with long hair, seen from behind, in a meditative pose with arms extended horizontally. They are standing on a wooden pier or boardwalk that stretches into the distance. The background is a soft-focus sunset or sunrise over a body of water, with the sun low on the horizon creating a warm, golden glow and long, gentle waves.
- ✓ Authenticity
  - ✓ Integrity
  - ✓ Respect for the journalist and the process
  - ✓ Remember what you need to accomplish
  - ✓ Sound Research to Support Everything You Say
  - ✓ Practice Telling a Good Story
  - ✓ Rehearse Like You're on Your Way to Carnegie Hall
  - ✓ Maintain a sense of humor, or Least Perspective if Humor is Inappropriate
  - ✓ Vow Never to Become Defensive
  - ✓ Remember this is NOT ABOUT YOU: That's Your Mantra.



A man in a dark suit is walking away from the camera on a paved road that curves along a cliffside. To the left is a stone wall and the ocean. To the right is a steep, rocky cliff with some sparse vegetation. The sky is clear and blue. The man's shadow is cast long on the road ahead of him.

## Step Two: Your Objectives

You'd be surprised how many smart people lose sight of their original objectives when it comes to preparing for an interview...

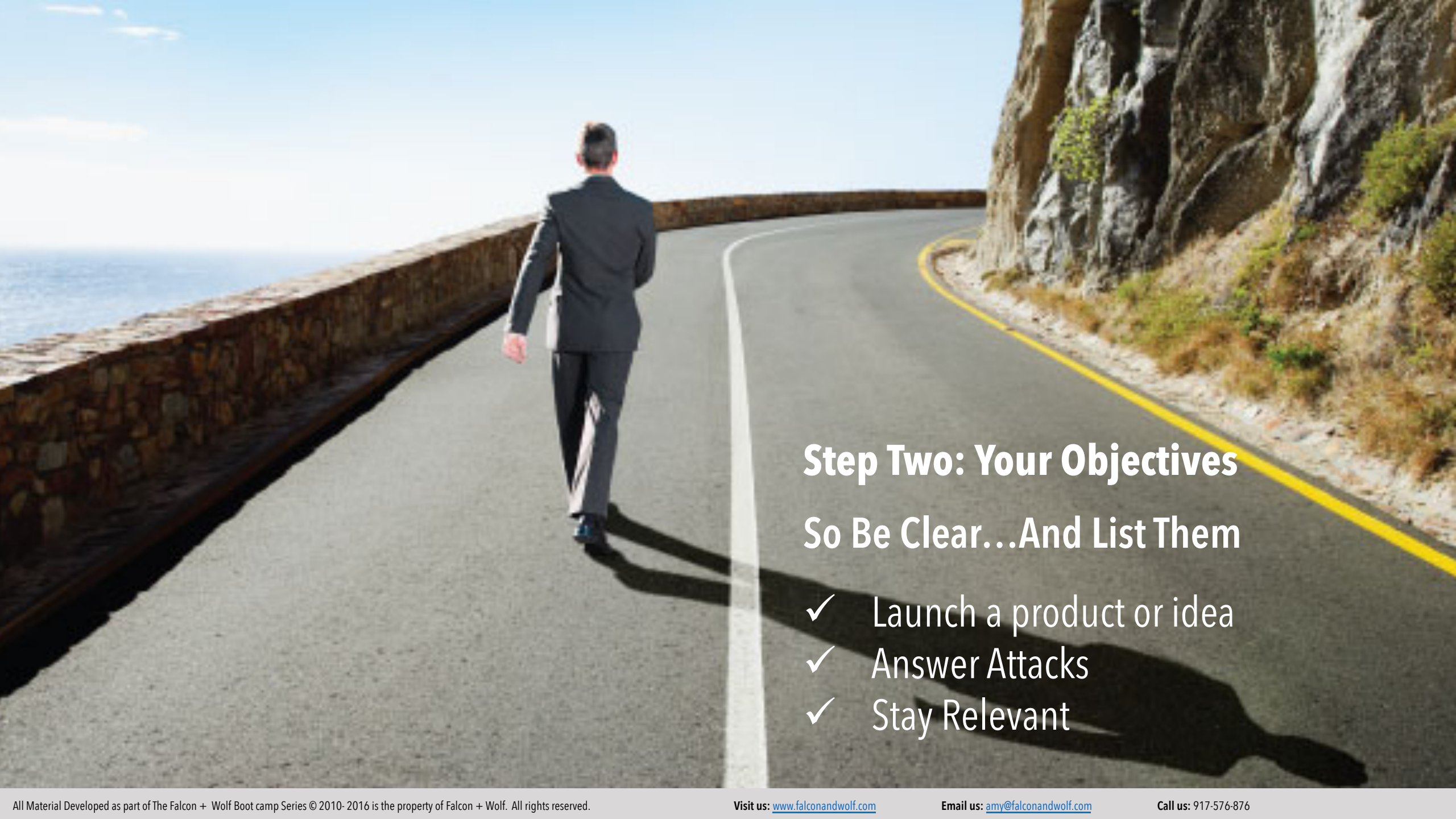


A man in a dark suit is walking away from the camera on a paved road that curves along a cliffside. To the left is a stone wall and the ocean. To the right is a steep, rocky cliff with some sparse vegetation. The sky is clear and blue.

## Step Two: Your Objectives

And then they blame the reporter...and usually also (HINT ... **FALCON + WOLF** ...) when their press coverage doesn't achieve their objectives....



A man in a dark suit is walking away from the camera on a paved road that curves along a cliffside. To the left is a stone wall and the ocean. To the right is a steep, rocky cliff with some sparse vegetation. The sky is clear and blue.

## Step Two: Your Objectives

So Be Clear...And List Them

- ✓ Launch a product or idea
- ✓ Answer Attacks
- ✓ Stay Relevant



## Step Three: Your Audience IQ

Remember: The whole reason you are talking to the press is because you are likely to reach ALL your key audiences—customers, consumers, investors, employees, prospects—everyone.

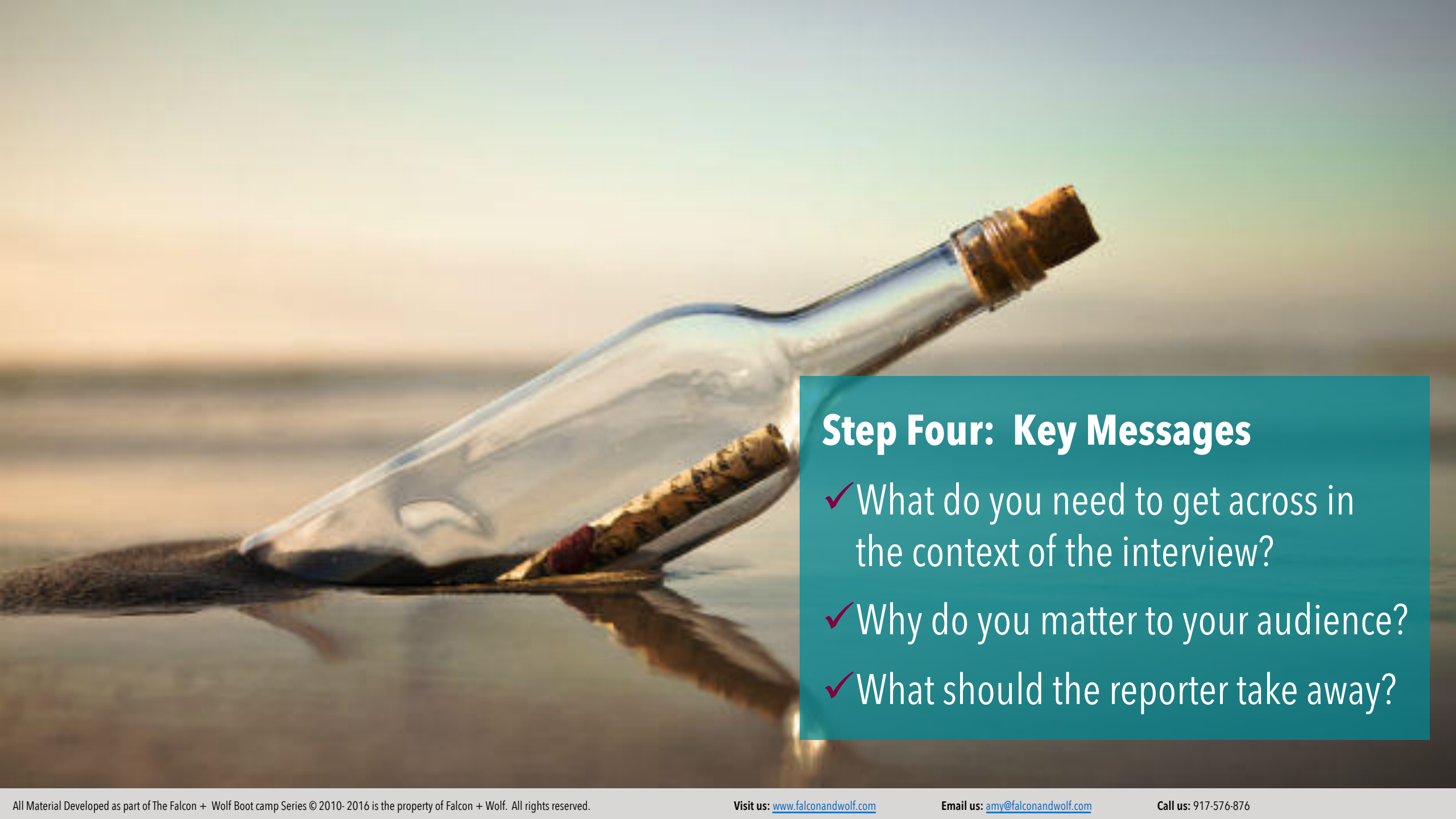




## **List your Target Audiences --- There are Probably Several**

- ✓ Customers, Prospective Customers
- ✓ Investors, Capital Community
- ✓ Competitors
- ✓ Regulators, Policy Community
- ✓ Thought Leaders, Influencers in Your Industry
- ✓ Other Media
- ✓ Employees –Potential Recruits
- ✓ Strategic Partners
- ✓ Answer the reporter, but address your key audiences everywhere.

**Talk Directly to Your Audience.**





## Step Four: Key Messages

- ✓ What do you need to get across in the context of the interview?
- ✓ Why do you matter to your audience?
- ✓ What should the reporter take away?



## Step Four: Key Messages


Most important thing to remember...  
and what everyone always forgets:

- ✓ Reporters are not there to do your PR for you. They don't want to write a promotional product story for you. 
- ✓ Reporters write for people. They want to write useful people stories. It's not about YOU. It's about your audience. And theirs. 



## Step Four: Key Messages

If you are rolling out a new product, launching a business, introducing something brand new...


- ✓ Lead with the people story...and back into your product...Why are you special to people? 
- ✓ Why are you a solution, an innovation, a shareable story?
- ✓ Why are you different to people?
- ✓ What (who) supports your argument?





## Step Four: Key Messages

If you are answering critics or managing a crisis:

- ✓ First above all else, **Focus on People.** 
- ✓ What is your understanding of the criticism/issue? Who's been hurt?
- ✓ What is your succinct response?
- ✓ Why has the reporter not heard this before?
- ✓ What (or who) supports your argument?
- ✓ What motivates your critics?
- ✓ What is your action plan?



## Step Four: Key Messages

If your goal is to stay relevant and top of mind...

- ✓ Why is this fun/useful/informative for people?
- ✓ How has your audience helped you improve?
- ✓ What is the next chapter in your story?
- ✓ Find an interesting angle—peg to news, release of research, interesting trend...
- ✓ Give the reporter information on the whole sector. Be a good, educated, interesting source.







## Step Four: Key Messages

If If you are What are the toughest questions you are likely to get?

- ✓ Decide what you will answer in advance.
- ✓ Stick to the points YOU want to make.
- ✓ **This isn't an interrogation. You can decide not to answer a question. Just decide in advance.**

## Step Five: The Content Inventory to Support Everything You Say





## Step Five : The Content Inventory

- ✓ Original content, research, data
- ✓ Curated Research, industry news and trends
- ✓ Behind the Scenes/Production Inside Baseball
- ✓ Testimonials: Employees, Consumers, Experts, Influencers
- ✓ Case Studies
- ✓ Validators: Experts, Strategic Partners
- ✓ Visual Assets



# Step Five: The Content Inventory

## Great Case Studies Move Mountains...



**Step 1:** Describe the problem people faced—specific challenges, struggles, stories.

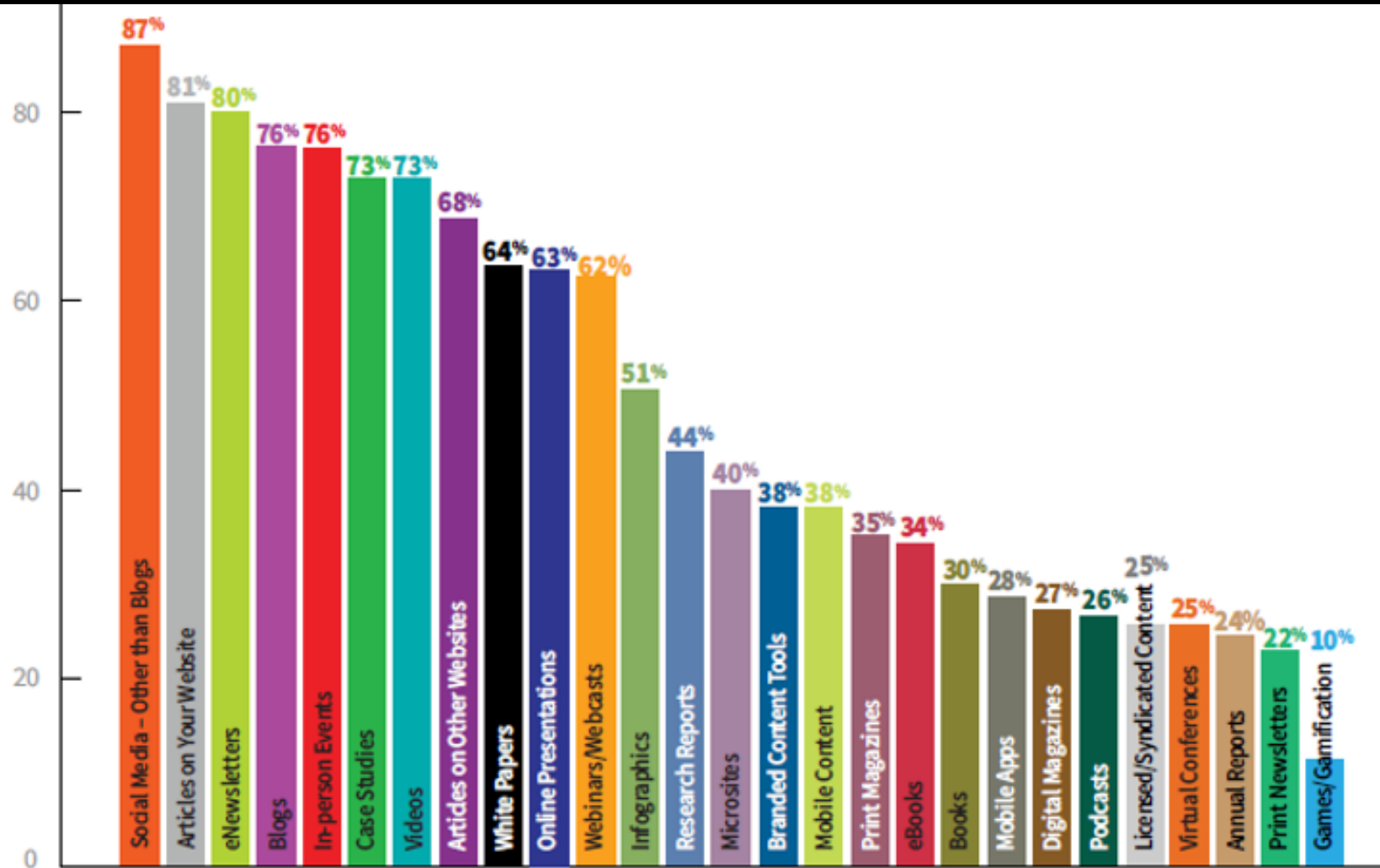
**Step 2:** Show how you began looking for a solution. Explain your objectives...what were you trying to solve? What were some early approaches you ultimately rejected? Detective story; Inventor story.

**Step 3:** Describe your solution: what it is, how it works, and why your customer or client chose you over the competition. Why is your mousetrap better?

**Step 4:** Share how people (clients, customers, etc.) are benefitting. How is life better now?



# An interview is slice of an entire campaign's content inventory. Delivered in real time...



2014 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

## Step Six: Research

- ✓ **Journalist**—What have they written? What interested you? Which of their stories got the most shares? Where do they interact on social?
- ✓ **Outlet**—What is their editorial position? What can you reasonably expect?
- ✓ **Competition**—How has this journalist covered our competition?
- ✓ **Angle**—Anticipate their angle by reviewing coverage of your area; advance your own angle through news of day and trends.





## Step Six: Research Beyond the Content

- ✓ Tough Questions
- ✓ Interviews in times of adversity
- ✓ The QA process: Anticipate the worst questions

A woman with blonde hair in a bun, wearing a green and black athletic top and black leggings, is in a starting crouch on a sandy beach. She is looking forward with a determined expression. The background shows a sunset over the ocean with a blue sky and white clouds.

# Is everything ready?

## You're all ready when you have:

- ✓ Practiced like you're going to Carnegie Hall
- ✓ Have compelling leave-behind information
- ✓ Researched reporter and connected on social media; favorite and share their stories
- ✓ Links to digital assets
- ✓ Include link you want in story or on Kyrn in every possible place
- ✓ Create Photos, Decks, Videos, and Infographics: Pictures are powerful.
- ✓ Tag links with Google Analytics so you can see how much traffic your story generates



## Step Seven: Rules of the Road

- ✓ There is no such thing as off the record.
- ✓ Never Lie. It's Wrong. And also, you will get caught.
- ✓ Don't malign anyone. Especially not your competition.
- ✓ Never get angry, defensive, or profane.
- ✓ Don't wander. Stay focused.
- ✓ Don't appear bored or impatient.
- ✓ When you don't know an answer, just say you'll check.
- ✓ Remember this is never this about you.

**Hard and Fast Rule: If you would be embarrassed to see it on the front page of The New York Times, then don't say it. Don't whisper it. Don't say and then add, "That's off the record."**





**In your search for the grail...The one  
thing to remember above all else...**

**None of this is about YOU...**



**Let's avoid this, shall we?**



**EVER FEEL LIKE**

You just forgot something important?

# Step Eight: Advance Planning.

## IN GENERAL, THE MORE ORGANIZED YOU ARE, THE BETTER THE INTERVIEW WILL GO.

(We have seen wonderful media opportunities ruined by a lack of planning and organization.)

- ✓ Don't meet in Starbucks where you have to improvise. If one thing drives us crazy, it's trying to meet in a busy, crowded, noisy space where there is virtually no chance of having a meaningful conversation. It's an insult to everyone who's devoted time to planning to the meeting.
- ✓ Practice your conversation. Each time you will think of better, more artful, interesting, simple ways to tell your story.
- ✓ Don't schedule yourself too tightly that day...Make sure you have the reporter's cell
- ✓ Pick a quiet place where you can have a serious conversation.
- ✓ Practice.
- ✓ Plan on traffic, parking, building security, and other logistics and make sure the reporter knows about any logistical challenges in advance
- ✓ Practice.
- ✓ Bring any supporting documentation you need to leave behind.
- ✓ Bring your PR Person if necessary, but tell the reporter in advance.
- ✓ Practice.
- ✓ Send the reporter information in advance to help them prepare.
- ✓ Practice.
- ✓ Think about questions YOU can ask the reporter! (Bernie Sanders)





**Forgetting Key Points...**

**...Is not inevitable**



A young girl with brown hair is playing a violin. She is smiling and looking towards the camera. The background is a wooden wall with vertical planks. The violin is red and black, and the bow is dark wood.

## Why is Practice So Important?

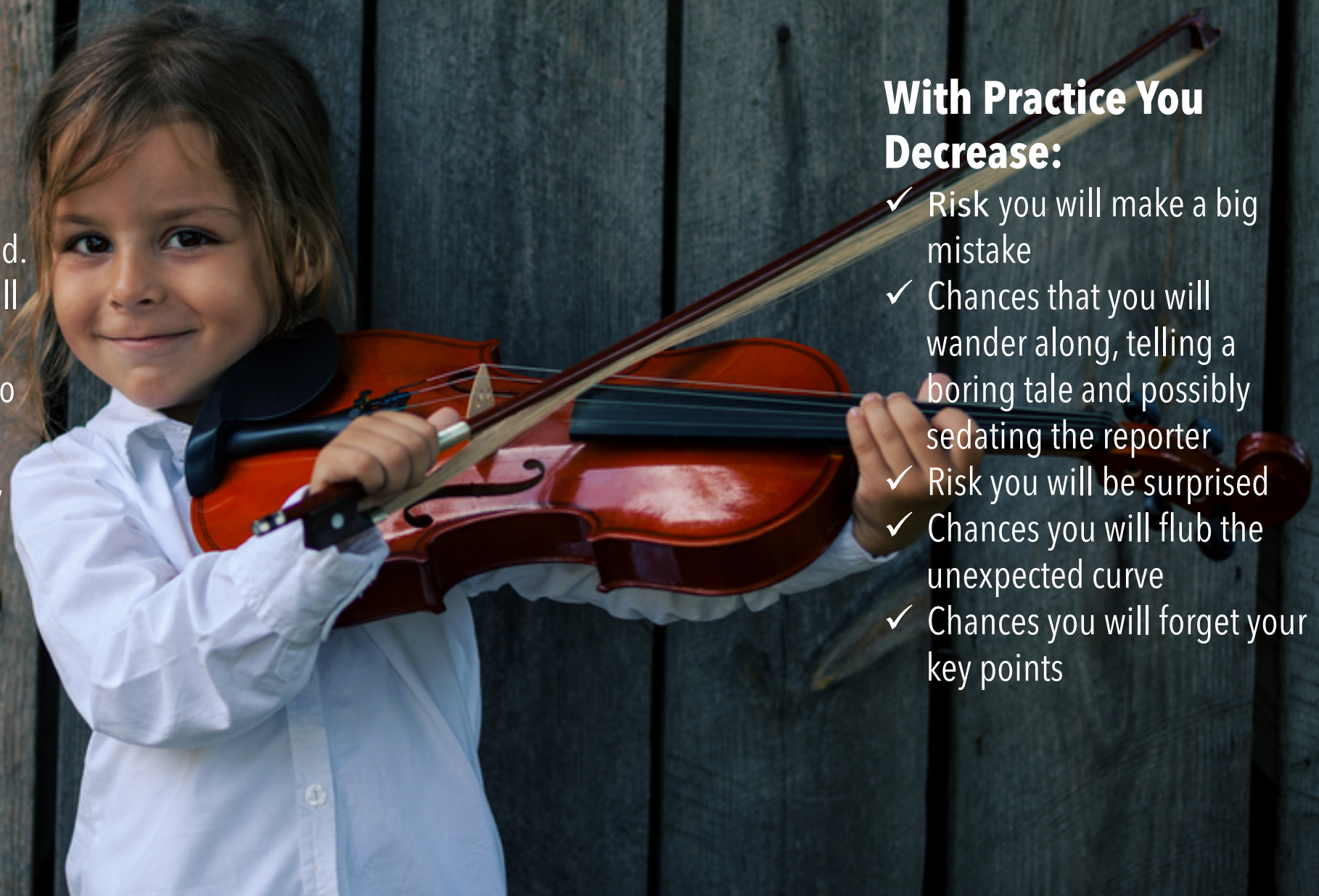
Because unless you are Thomas Jefferson or Dave Letterman, you are probably not a world-class extemporaneous communicator.

Every time you practice, your brain continues to work on your core messages even after the practice has concluded. The more you practice, the easier it is for people to follow you, the better you get at explaining yourself, the less likely you are to veer into the wrong conversation.



## With Practice You Increase:

- ✓ Simplicity. You naturally cut to the chase when you've practiced.
- ✓ Clarity—and the chances you will make all your key points
- ✓ Better Storytelling. The ability to include memorable, enjoyable detail from real life experience, case studies, and people
- ✓ Chances you and reporter will both enjoy the interview
- ✓ Chances you can handle a curve ball
- ✓ Chances you won't forget key points



## With Practice You Decrease:

- ✓ Risk you will make a big mistake
- ✓ Chances that you will wander along, telling a boring tale and possibly sedating the reporter
- ✓ Risk you will be surprised
- ✓ Chances you will flub the unexpected curve
- ✓ Chances you will forget your key points





If you're preparing for a television interview, it's probably worth investing in a workshop that helps you optimize your messaging for TV (that's another boot camp.)



A large crowd of people is seen from behind, looking towards a stage area where a large fire or explosion is taking place. The air is filled with a thick cloud of white and gold confetti, creating a festive and celebratory atmosphere. The crowd is dense, and many people have their arms raised, some holding up phones to capture the moment.

## Step 9: The Big Day

If you've prepared, you are ready.

- ✓ Be Pleasant.
- ✓ Stick to your plan.
- ✓ Listen. Listen. Listen.
- ✓ Send them home with visual assets! Links to pictures, videos, digital assets.
- ✓ Remember to ask them to include a live link to your site....and ask them who the online editor is so you can remind them if they forget to link to your site.
- ✓ And ask when the story is going to run!



## Step Ten: Finish!

- ✓ Send them an email right away thanking them and including all the visual assets you provided at the interview.
- ✓ Remind them that you would appreciate them linking to your site in the piece! I hate when this is forgotten.
- ✓ Follow-up with reporter if there were unanswered questions.
- ✓ Note to file: Make notes on best and worst parts of the interview.
- ✓ Research any questions you couldn't answer.
- ✓ Use Google Analytics to track traffic.





# One more thing....

- ✓ Use the Experience.
- ✓ Stay in touch with the reporter.
- ✓ Track the traffic from the link in the story.
- ✓ Share the coverage (it should be good) with Board, investors, consumers, employees.
- ✓ Post on your site.
- ✓ Share the story on social. Reporters love shares.
- ✓ Remind yourself to follow reporter's stories. Share them. Favorite them. Email reporter when you have something relevant.

OIL

# Oil Spill: Goodbye, Mr. Hayward

By Bryan Walsh @bryanrwalsh | July 25, 2010 | [Add a Comment](#)



Though BP was officially denying the rumors, Hayward's departure has long been considered of when, not if. Since the spill began on April 20, Hayward has been a gaffe machine. Here are just a few of his greatest hits:

-On April 29, according to the *New York Times*, early on in the spill Hayward told his fellow BP executives in frustration: "What the hell did we do to deserve this?" (Well, according to the early results of investigations into the Deepwater Horizon accident, quite a lot.)

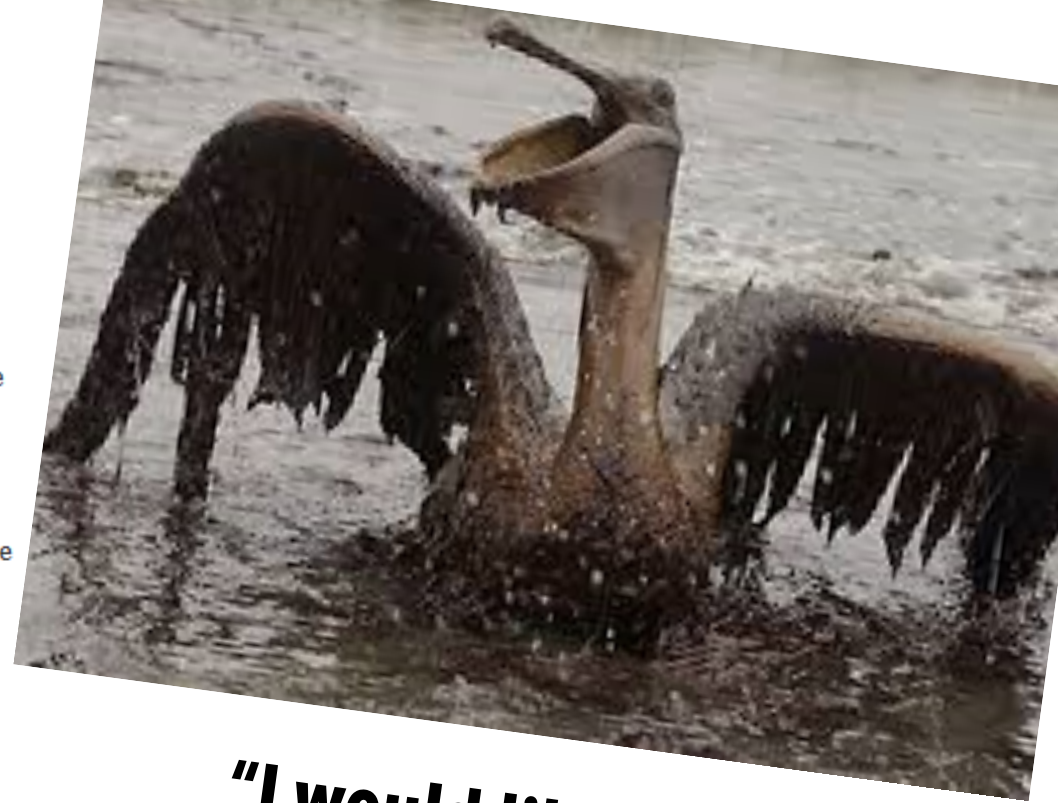
-On May 13 Hayward told the *Guardian* that the oil spill was "relatively tiny":

The Gulf of Mexico is a very big ocean. The amount of volume of oil and dispersant we are putting into it is tiny in relation to the total water volume.

In fact by that time, with the broken well gushing up to 60,000 barrels of oil into the Gulf, as much as 1.4 million barrels of crude might have already been lost, making it already worse than the Exxon Valdez spill.

-On May 18, Hayward told *Sky News* that the environmental impact of the spill "will be very, very modest." That's, uh, not true.

-On May 30, as he was touring the Louisiana coast and apologizing for the spill, Hayward told reporters "I would like my life back," referring to the way the spill had taken over his time. There's even video!



**"I would like my life back"—Tony Hayward**



# Chip Wilson, Lululemon Guru, Is Moving On

By AMY WALLACE FEB. 2, 2015



Chip Wilson, founder and former chairman of Lululemon, at his home in Vancouver, British Columbia.  
Jeff Minton for The New York Times





Lululemon founder Chip Wilson and co-founder Shannon Wilson go on Bloomberg Television's "Street Smart" with Trish Regan. During the interview Regan raises the question, "what's up with the pants," as some customers had recently been complaining of sheer pants and peeling logos. After rambling through a lengthy answer, Wilson lands with "some women's bodies don't work for [the pants]." To which Regan was quick to follow up with, "so not every woman can wear a Lululemon pant." ([view interview](#))



# Perfection Professionalism Poise



TODAY.COM  





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**(Relatively) Painless Media Training in Ten** (More or Less) **Simple Steps from Experts Who Have** (Thankfully) **Survived Tough Interviews and Lived to Tell About it** (Pretty Much Unscathed).

We can customize media training to your specifications.



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