

MEDIA TRAINING FOR EXECUTIVES

INTERVIEWING TECHNIQUES

WHEN DELIVERING KEY MESSAGES

REMEMBER...



Photo by Lee Soo hyun on Unsplash

SHUR

SOUND BITES

S

Speak in
“sound bites”
(key for TV and radio)

HEADLINES

H

Speak in “headlines”
(give conclusion first,
back it up)

UNDERSTAND

U

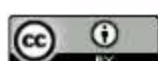
Make sure
journalist
understood

REPEAT

R

Repeat messages,
complex or critical
information
(when necessary)

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