

## Transcript of Podcast - by Veronica Diaz

Hello Executive and Spokesperson:

Welcome to our podcast.

The purpose of this podcast is to explore different strategies on how to meet the media and control the interview process during media interviews.

At the end of our podcast, you will be able to use four proven interviewing techniques that will help you ace your next media interview.

I decided to create a special acronym and present it as a job aid in an infographic, that you will find in our Media Training for Executives learning website. You can easily download it and have it available and ready for your next interview.

There are four key interviewing techniques to put into action when you face journalists in a casual environment or a formal setting.

When delivering your key messages, always remember SHUR (S, H, U, R).

This acronym stands for: Sound bites, Headlines, Understood and Repeat.

Some of the best practices followed by executives who happen to be “expert interviewees” are four:

**First**, to speak in “**sound bites**”. A sound bite is the verbal equivalent of a newspaper "quote". It is a short, catchy snippet of speech, usually between 5 and 10 seconds. This is especially important if you are interviewing for television and radio, because the sound bites are used in the TV and radio reports to summarize your opinion.

**Second**, to speak in “**headlines**”.

But... how do I do this? You ask.

Well... instead of using the standard narrative must of us use when describing something (starting from the beginning, then the middle, then the end)...

Speaking in headlines is starting with the conclusion, with the “punch line”.

Give that conclusion, first.

Then, back it up with relevant facts.

**Third**, make sure the journalist “**understood**” the message you are communicating.

In a friendly way, establish rapport, so the journalist feels at ease to ask for a clarification, especially if you’re explaining something very complicated. You can also proactively provide additional follow up information (preferably in writing) to further clarify complicated topics.

**Fourth, “repeat”** key messages. This is to alert the journalist to what you consider the most important points and also to repeat complex or critical information when necessary, especially technical issues or critical financial facts.

In this podcast, we learned four key techniques to ace your next media interview. Hope you find them useful.

Next time, remember SHUR (S, H, U, R): Sound bites, Headlines, Understood and Repeat...

Until our next podcast... Have a positive and successful media interview!