Mary Beth Shubert
Director, Communications
2019
Understanding the Media

- Moved away from issue-oriented coverage
- Want to tell stories in the most compelling way
- Control the interview, you cannot control the media
Preparing for the Interview

- Know and understand why the reporter want to talk to you.
- Find out what the story is about.
- Ask for time and their deadline.
- Prepare yourself.
Preparing for the Interview

- Define the story.
- Identify your audience.
- Identify your key messages.
- Prepare for the questions you dread.
- Prepare for the questions you want asked.
Telling your Story

- Everything is on the record.
- Be able to express your central message in a minute.
- Take control of the interview from the beginning.
- Keep a record.
Telling your Story

- Be ready to define the story with your opener.
- Don’t avoid questions.
- Don’t tell all you know…tell what your audience most needs to know.
- If you don’t know an answer, never lie or make it up.