

Nia Tero

# Messaging and Media Workshop

Day One

**burness**

# Introductions

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# Our Goals

- Discuss best practices for engaging with media
- Review how to message and prepare for media interviews
- Discuss how to stay in control of your message during interviews
- Practice delivering messages in partner “interviews”
- Learn how to use social media as an effective communication and advocacy tool

# Your Experiences

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**“What are your  
strengths when  
communicating your  
story?”**

**“What are your biggest challenges when trying to communicate your story?”**

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**What are the best and  
worst experiences  
you've had with media?**

# Effective Messaging

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# What is a Message?

A message is a compelling, concise and action-oriented statement, that communicates the value of what you're doing for your audience.

No matter who you are speaking with, knowing your messages makes your delivery stronger.

- How does this relate to my audience?
- Why should they care?
- What do I need them to do?

Find the common ground with your audience.

# A Helpful Message Framework

- **Challenge/Context Message:** What are you hoping to make better?
- **Solution Message:** What is being done (or do you hope will be done) to change today's reality?
- **Call-to-Action or "Ask" Message:** What do you want your audience to do?
- **Urgency Message:** Why do we need to act now?
- **Hope Message:** What is the aspiration you share with your audience for this work?

# Media Interview: António Guterres, United Nations



**Q:** You have asked for this for this summit plans, not speeches, plans, not words, but the plans, if they are not fulfilled, are speeches. How will you increase the pressure? Can you be specific about what you can do to make it all binding this time.

**A:** First of all, you have to make people understand more and more that there is a climate emergency today. That the problem of climate change is not the problem of the end of the century, it is a problem of today that public health is threatened today. That the sea is rising today. That the temperatures we have today are creating very serious problems in our countries that the drought is progressing. That the storms are becoming more powerful and with more devastating consequences, with many people dead and then make people understand that there is an emergency.

## Panel Discussion: Mothers & Men Against Senseless Killings



# Being Memorable

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# Quick Chats Exercise

# Instructions



1. Find a partner
2. One person poses the question. Their partner has 20 seconds to respond.
3. Switch roles

Tell me about a childhood memory.



What is the problem that you hope to change?

# Reflection

# Being Memorable

- Avoid jargon
- Use stories
- Be yourself and speak with conviction
- Obsess about accuracy, let go of precision
- Be brief (let people ask follow-up questions about what they're interested in)

# Rukka Sombolinggi, AMAN



# Txai Suruí, Indigenous youth activist



# Working with Media

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**Why do *you* want to talk to  
reporters?**

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**Why do *reporters* want to talk to  
you?**

# When a Reporter Calls

Working with Reporters



# When A Reporter Calls

- Ask questions first
  - Who are you dealing with?
  - What is the story about?
  - What's the deadline?
  - What type of story is this?
- Get to know the outlet and the reporter
  - If you're unfamiliar with the outlet, research it
  - Get to know the reporter

# Understand Your Audience



International



National

business

# Your Rights as an Interviewee

## You have the right to:

- Know the topic
- Know the format
- Schedule the interview (you don't have to jump into an interview without preparing)
- Clarify misstatements
- Use notes (except for television interviews)
- Record the interview

## You do not have the right to:

- Edit the story
- Expect your view to be the only view

## What you can ask for, but may not get:

- To have a sense of the questions in advance
- To review your quotes for accuracy
- To see excerpts of the story in advance

## What if?

- What happens if a reporter has not done any prior research?
- What happens when a reporter starts asking unrelated questions?

# **Know Your Purpose... And Your Message**

Working with Reporters

# Know Your Purpose

- Why are you doing this interview?
- Who are you doing this interview for?
- What do you expect to be asked?
- What do you not want to be asked?
- What is the one thing you want the audience to take away from this interview?

Prepare your messages

# Controlling Your Message

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# Staying in Control of Your Message

- Know what messages you want to deliver
- Prepare for the questions you dread
- Practice
- Repeat your messages in different ways

**Remember:** *You* should be in control.



# Steps to Bridging

1. Acknowledge the question
2. Use a bridging phrase
3. Deliver your message



# Bridging Phrases

- “Yes...” (the answer), “and in addition to that...” (the bridge)
- “No...” (the answer), “let me explain...” (the bridge)
- “...but I think what you’re really asking is...”
- “That speaks to a bigger point...”
- “Let me put that in perspective...”
- “What’s important to remember, however...”
- “The real issue here is...”

# Bridging Example



**Q:** Today there is an important announcement regarding the ELN process. What is the first reaction or the first words of the high government regarding this announcement that has just occurred in Caracas, Madam Vice President?

**A:** Well, I am still not informed of what has been defined, but I am pleased that we are advancing as a national government in that promise that we made in the campaign. And it was to guarantee total peace to this country.

What I believe is that peace should not be a matter of political ideology or political discussion. It should just whatever government is running this country should make its efforts to ensure peace.

# Bridging Example



# Bridging Example



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**What are the most  
challenging questions  
for you to answer?**

# Interview Exercise

# Instructions



1. Find a partner
2. Assign one person as an interviewer and one as a messenger
3. Listener will ask questions as someone who is not familiar with their work
4. Switch



# Bridging Exercise

## Interview Question:

- What do you think about Shakira?

## Key Message:

- Governments will not succeed at conserving biodiversity without recognizing the rights of Indigenous peoples and local communities.

## Messenger's Objective:

- Bridge to your message.
- Speak to a non-expert audience.

# Reflection

- How did it feel to bridge?
- What do you feel you did well?
- What did you find challenging?

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# Messaging and Media Workshop

Day Two

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# Reflecting on Day One

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**What was most helpful  
from day one?**

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**What will you try and  
remember during  
“mock interviews?”**

# Your Messages

# Mock Interviews

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