SKILLS FOR A MORE EFFECTIVE INTERVIEW

YOU GET A MEDIA INTERVIEW REQUEST. What will you do? What will they ask? What should you say? Step one: don't panic.

The necessary skills for a successful interview are at your fingertips. Knowing how to get your message across is the key. Below is a description of LPA's media training service offering, designed to help you feel confident and in control in any interview situation. This session is customized to your needs and with your specific messages, so that the course is a relevant, informative and engaging seminar.

LPA will work closely with you to ensure this service is a perfect fit for you and your unique training needs. We can build this seminar to meet any circumstance:

- ✓ **As a membership or employee benefit**
- ✓ **At an annual conference as a featured seminar**
- ✓ **For a major announcement, or a specific project or challenge**
- ✓ **For organization leadership**
- ✓ **For board members**
- ✓ **As crisis preparedness**
- ✓ **As continuing education to keep communications skills sharp**
- ✓ **With Hispanic media focus**

LPA'S MEDIA TRAINING TEAM

NANCY HEFFERNAN, LPA Senior Strategist and LPA's lead media trainer, has perfected this seminar over the course of her career. Starting out as a journalist and becoming a successful campaign spokesperson and public affairs strategist, Nancy brings a true appreciation for the interview process. She shares many tips on handling interviews respectfully and effectively.

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DAISY CASTELLON, LPA Vice President, has worked on a wide array of statewide public affairs and media campaign. With our bilingual offering, Daisy's dual-language skills help trainees absorb the tips and training material, with an awareness and sensitivity to the cultural differences between English-speaking and Spanish-speaking media outlets.

PATRICK DORSEY, LPA Director, brings his valuable experience as a press secretary, having served on the Governor's COVID-19 Task Force in that capacity. Patrick worked directly with reporters during the crisis, Patrick's first-hand knowledge and familiarity with the news media brings insight to LPA's training.

SPECIAL EXPERTISE

Additional media trainers adding their political and sector-specific expertise to the LPA Media Trains offering include **LPA President Cassandra Pye,** bringing her political acumen and business savvy to media training, and **LPA Senior Vice President Travis Taylor,** bringing his career media training experience to our clients.

THE SEMINAR

A group seminar runs approximately 2-2.5 hours via Zoom or 3.5-4 hours for a half-day, in-person seminar. We provide a media training "primer" course, provide key messages relevant to the trainees' work for maximum effectiveness, and practice the power of presenting with impact. We then conduct mock media briefings utilizing potential scenarios participants might encounter. The session includes:

I. **Your Baseline Interview** to get a sense of your starting point
II. **Today's Media & Communications Landscape** discussing the media environment
III. **Appearance and Gestures** to make the most of HOW you come across
IV. **Interview Rights & Responsibilities** to understand the reporter's and your own role
V. **Controlling Your Message** to make sure you are getting your point across
VI. **Managing the Media in a Crisis** as an optional section as needed
VII. **Scenario Drills & Critique** for mock briefing session to practice our formula

For in person sessions, a professional photographer/videographer is part of the package, utilizing both video cameras and lighting to emulate an actual press briefing. This component adds a great deal to the session's authenticity and the participants' experience, including playback and critique to highlight the positive and discuss ways to avoid any negatives.

Please contact Nancy Heffernan at nancy@lucaspublicaffairs.com for more information on how to get ready for YOUR next interview.

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