



Welcome to Media Training



Today's Objectives

At the end of this training you will be able to:

1. Understand

- ▶ what is media
- ▶ why we use Media
- ▶ how media works



2. Working with media in Special Olympics.. What happens
3. How to prepare yourself

What is media?



What is media?

- ▶ Different way of communicating
 - ▶ radio
 - ▶ television,
 - ▶ newspapers, magazines,
 - ▶ Internet,
- ▶ Used to describe the press or news reporting agencies.
- ▶ In the computer world, "media" refers to different types of data storage options



WHY USE MEDIA



- ▶ Cheaper than advertising
 - ▶ Shares the messages of the organisation
 - ▶ To inform people about what we do
 - ▶ To persuade to get involve /donate
 - ▶ Tell a story ...Positive press coverage
- Direct interaction with the media provides the greatest story influence*

Who are the media ?



RTE



How does media work



Media people

▶ Interview people in a lot of different ways

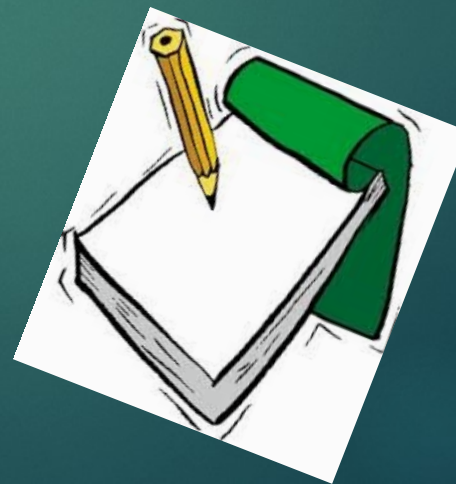
▶ tv camera or video



▶ with a recorder or phone



▶ with a notepad



Interview happens

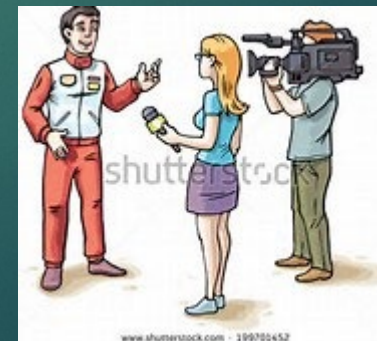
Over the telephone



In a TV or Radio Studio



Competition event / Fundraising Event



Types of interview

- ▶ Group interview /Panel interview
- ▶ 1 to 1 interview with athlete, with mentor or with a spokesperson for Special Olympics like, Matt English
- ▶ Telephone interview



Working with the Media



In Special Olympics



1. Requests are co-ordinated through Special Olympics Ireland's Marketing Communication & Fundraising Department (MCF)
2. Regional Development Officer contacts club/Athlete
3. Interview questions are prepared by (MCF)
4. Interview questions are shared with the athlete and person who will be doing the interview
5. Athlete with mentor prepares answers to questions
6. Ask for you mentor to sit in on the interview and be there to help you if you get stuck
7. Athlete /Mentor Practice , Practice answers

What kind of questions will they ask me?



About your performance

- your reaction to your race/game, how you think it went
- are you happy with your performance/the team's performance

About Special Olympics

- How long you have been involved
- What sports /activities do you do in Special Olympics
- What do you like about being involved in Special Olympics

Dealing With The Media

Sample answers:

- I think we played really well as a team.
- I think the second half was key for us.
- The other team was very strong so it was very tough.
- It was a tough and challenging race. I learned a lot from it.
- I'm very happy with my performance. Overall, it was challenging, but I am really pleased with how it went.
- I'm just taking each race/game as it comes.





How to prepare

Things to consider

- ▶ Why are you doing the interview?
- ▶ What is the aim or goal of doing this piece of media work?
- ▶ *Suggestion*
 - ▶ Think like an audience member
What would you like to hear if you were listening to the interview



Sending the right signals

- ▶ Be familiar with questions, prepare your answers
 - ▶ Focus on two or three points
 - ▶ Know your message inside out
 - ▶ Give them the information they need
- ▶ Use warm facial expressions
 - ▶ Your face should reflect your message
 - ▶ Its okay to smile
 - ▶ Make eye contact
- ▶ Think and pause before responding
- ▶ **Practice , Practice ,practice**



Like the scouts .. Be prepared

- ▶ Dress code
 - ▶ Always ask about the dress code ahead of time (Wear SO gear)
 - ▶ Make good clothing choices
- ▶ Get there early , walk around the room, get comfortable with the technology
- ▶ Be familiar with questions
- ▶ Never say anything that you don't want to see on print



Group interview...things to remember

- ▶ Everyone on the panel needs time to speak...
- ▶ Interact with other people on the panel as you speak
- ▶ Share the work , share the spotlight



Working with the Media

Do I have to talk to them?

- **No**, you do not have to talk to them.
- If you are upset/angry/annoyed do not feel pressure to talk to media.
- Your coach/team manager can talk to them for you.
- Remember that the media who wish to interview you are there to give more coverage for your sport and Special Olympics – they aren't out to get you.



Dealing With The Media

Remember

- The media will also be looking at social media – so how you use social media is **very important**.
- **Be careful** of what you post on social media – anybody can see it. A good rule is, if your mother wouldn't be happy with what you are about to say, then don't say it!



Media

Photography

- Taking photos at events is great fun, but remember, you need to ask the person's permission before you take a photograph

