

MEDIA TRAINING

JEN OLIVA MEDIA

The Media can be Your Ally



The media can be your partner and working with them will increase your exposure and amplify your message.

The First Thing You Need To Know:

What's your message?

- Be very clear about who you are and what you are representing or selling.
- Know what your brand is and what makes you unique.
- Why should they be interested in you?
- What's your hook? What makes you stand out.

This Way to Meet the Media



How to Look and Sound the Best on Camera

**#1 Thing is to be YOURSELF
Relax and Breathe.**

**The person interviewing you
wants you to succeed as much as
you do.**

Knowledgeable and Relatable



Some Tips: Where to Look

- Maintain eye contact with the person interviewing you.
- If there's a reporter in front of you, look at them when answering the questions, not the camera.
- If it's a zoom interview then look at the camera.

Some Tips: Answering Reporter's Ques

- Don't answer questions with yes or no answers.
- Answer in complete sentences and try to get some of the question in there since they will often use your soundbite without the reporter's question.

Some Tips: Answering Reporters Questions

- Don't try to get the name of your company or brand in every answer. It makes it sound forced and often unusable.
- Try not to ramble. A two or three sentence soundbite is the ideal length.
- They are looking for usable, informative and relatable soundbites.

How to Dress on Camera

- Try to wear solid colors. Brights always look good but not too much pattern.
- Stay away from checks or stripes which tend to pixelate on air.
- Nothing too outrageous, keep the focus on you, your company and what you are saying.

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