



Media Training Checklist

Information you should have going into your interview:

- Interview Medium: Zoom, Skype, Facetime, etc.
- Log-on time
- Exact hit time
- Topics of discussion
- Number of guests and who they are

Audience Prep

- Who is the host?
- What is their audience like?
- What do they already think and feel about the topic you are going on to discuss?
 - Is it popular? Controversial? New?
- What allies should you consult?
- What polling should you consult?
- What public data is out there?
- What is audience sentiment on Twitter?
- WHAT IS YOUR OPPONENT(S) SAYING:
 - Find their public statements
 - Other interviews
 - Social media

Decide what your MISSION is

- Are you agreeing with your audience?
- Educating them on a topic they don't understand or are undecided on?
- Are you trying to change minds?
- Are you trying to beat another panelist in front of a large audience?

Preparing your Message

- *What is your main message?
 - Practice speaking in headlines.
- *What are your three supporting points?
- How can you lead with warmth?



- Keep it emotional—Empathize with your audience, meet them where they are at, and start from an overall point of *agreement* that you can find
- How can you demonstrate strength?
 - Stick with what you know – Don't try to stray from your area of expertise, even if you get pulled into it by a reporter.
- What stories or hypotheticals can you bring up?
- What solution or call to action will you offer the audience?

Preparing for the Shoot:

- Start with what you wear
 - Solid colors, TV makes patterns look weird
 - Contrasting colors, go lighter underneath and darker coat
 - Choose colors that compliment your skin and are not too similar- could cause washout
- Get hair and makeup before going into the studio, have them touch it up in the studio
- Sit correctly
 - Make sure that you are eye level to the camera
 - Make sure that lighting sources are evenly distributed to frame your face and setup (2-3 are best but one works well when positioned at a slight distance.
 - Your chair should have no wheels or armrests. If they do, ignore both, sit still and your hands and arms should be either off-camera or where your stomach meets your chest bone
 - Plant your feet firmly on the floor or on the stool footrest and keep them perfectly still, the camera can see if you are bouncing your feet- it is helpful to sit in a chair with no wheels to deter you from moving.
- Make sure that the earpiece level is ok and have them adjust
- DON'T LOOK AT MONITOR, **Look directly in the camera**, or if live, at the host.
- Take the bottom of your coat and sit on it, it will straighten your entire look so you don't appear rumpled

When the Camera Goes Live:

- Talk slower than normal, let your brain work faster than your mouth
- Keep gestures, movements and motion to a minimum—on-camera, micro movements become macro movements
- Actively listen to the moderator and other guests, especially the moderator, you will be able to suss out what THEY think (and their audience) by listening to how they aggressively question other guests—and you can use that to your advantage



FIRESIDE

C A M P A I G N S

- Approach every interview question as a new question. Keep your answers succinct and always provide context—you never know how many new viewers tuned in as you started to speak!
 - Talk in soundbites: speak simply, speak succinctly
- DON'T be afraid to butt in after someone speaks but only do it once, and do it well.