

On-camera and Interview Skills

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Background

- ❖ B.A. - Dramatic Arts from UC Santa Barbara
- ❖ M.A. - Visual and Media Arts from Emerson College
- ❖ M.P.A. - CSU Northridge
- ❖ 10 years producing video for Santa Barbara County
 - ❖ Writer
 - ❖ Host
 - ❖ Editor
 - ❖ Director
- ❖ Improv training

Why develop communication skills?

- ❖ Get it right the first time - save time
- ❖ Good ideas need good delivery
- ❖ Communication skills affect how we develop relationships

Overview

- ♣ Rules
- ♣ Foundations
- ♣ Listening
- ♣ Delivery
- ♣ Crafting key messages
- ♣ Final Exercise

Foundations

- ♣ Aristotle - 384-322BCE

- ♣ Rhetoric: The art of discourse

- ♣ The counterpart of logic and politics

- ♣ Ethos - Trust

- ♣ Pathos - Emotion

- ♣ Logos - Logic

Listening

- ♣ Listening vs. Hearing
 - ♣ Hearing
 - ♣ Physiological & Passive
 - ♣ Listening
 - ♣ Psychological & Active
- ♣ No understanding without listening
- ♣ Key to leadership

Types of Listening

- ❖ Comprehensive - Understanding
- ❖ Empathetic - Emotional / Relational
- ❖ Critical - Evaluation

Empathetic Listening

- ❖ When people are emotional they want to be heard
- ❖ Understand the speaker's perspective
- ❖ Help people feel better by showing you care
- ❖ Listening can be more powerful than talking
- ❖ Former BP CEO Tony Hayward

Delivery Skills

- ♣ Handling Anxiety
- ♣ Developing speaking skills

Fear and Anxiety

- ❖ Fear: an unpleasant emotion caused by the belief that someone or something is dangerous, likely to cause pain, or a threat.
- ❖ Anxiety: feeling of worry, nervousness, or unease, typically about an imminent event or something with an uncertain outcome.

Fear

♣ Fantasy

♣ Experienced

♣ As

♣ Reality

♣ What are things we fear as government employees when we communicate with the public?

Fear: Lawsuits and Claims

- ❖ Not covered: sex, drugs, alcohol, malice
- ❖ Covered: Course and scope of county duties
- ❖ Negligence is covered
- ❖ Zero claims filed for delivering bad info
- ❖ HIPAA – 50 year window

Anxiety

- ♣ It's normal
- ♣ It gets easier
- ♣ Action is the best remedy
- ♣ You will make mistakes
- ♣ Be prepared

Rehearse

- ♣ Simulate the environment
- ♣ Use visual aids
- ♣ Don't force memorization
- ♣ Set time limits
- ♣ Practice in the same way you will present

Delivery: Vocal

- ❖ Volume

- ❖ audible = confidence & leadership

- ❖ Rate

- ❖ quick = nervous / untrustworthy

- ❖ Tone

- ❖ Vocal variety

- ❖ Pause between major ideas

- ❖ Fillers

Delivery: Physical

- ♣ Posture
- ♣ Eye contact
- ♣ Gestures
- ♣ Energy
- ♣ Appearance
 - ♣ Clothes, hair, jewelry, expression

Delivery: Methods

- ♣ Script - no
- ♣ Memorize - no
- ♣ Impromptu - yes
- ♣ Extemporaneous (prepared and rehearsed)
- with an outline

Exercise: How to Improvise a Response (PREP)

- ❖ Point - What's the idea?
- ❖ Reason - Why do you feel this way?
- ❖ Example - What evidence do you have to back your reason?
- ❖ Point - and that's why (restate your idea)

Developing & Delivering Key Messages

- ❖ What is a key message?
 - ❖ Credible
 - ❖ Motivating
 - ❖ Unique / Specific
- ❖ What do you want listeners to think?
- ❖ Develop 3-4 minimum

Developing & Delivering Key Messages

- ❖ What does the agency want to accomplish?
- ❖ Support each message with:
 - ❖ facts
 - ❖ examples
 - ❖ proof points (anecdotes, third party endorsements, evidence that points to claim)

Developing & Delivering Key Messages

- ❖ What is your purpose?
 - ❖ Inform (logos / logic)
 - ❖ Generate confidence (ethos / trust)
 - ❖ Bring action (pathos / emotion)

Media Relations Rights & Responsibilities

♣ Before the interview

♣ Get to know the reporter and their story

- ♣ What do you want to discuss?

- ♣ What is your deadline?

♣ Get to know other stories / slants

- ♣ Check the interview log

Media Relations Rights & Responsibilities

- ❖ Know your audience

- ❖ Who are you speaking to?

- ❖ The reporter is not the audience.

- ❖ What do they know already?

- ❖ How do they perceive you?

- ❖ Can you correct these perceptions?

- ❖ How will they respond?

- ❖ Different audiences react differently

Media Relations Rights & Responsibilities

- ❖ You control the content
 - ❖ A tv interview is not a conversation
 - ❖ Control the location
- ❖ Determine your objective
- ❖ Concise messages
- ❖ Create a list of possible questions
- ❖ Create a list of examples
- ❖ Do a quick rehearsal

Tools for Staying on Message

- ❖ Transitions: move from providing an answer to delivering a message
- ❖ Turn negatives to positives
 - ❖ Neutralizes
- ❖ Flags (and here's the key point)
 - ❖ Calls attention to key point
- ❖ Verbal Bridges (however, but, and, although, etc.)
 - ❖ Help you stay on message
- ❖ Hooking
 - ❖ Prompts a follow-up question

Keys to Success: How to do it right

- ♣ Prepare
- ♣ Be direct
- ♣ Plain language / avoid jargon
- ♣ Active voice
- ♣ Speak to the public interest
- ♣ Get your messages in

Keys to Success: How to avoid mistakes

- ❖ There is no off the record
- ❖ There is no “no comment”
- ❖ If you don't know, direct reporter to someone who knows
- ❖ Be comfortable with silence
- ❖ Don't speculate or answer for another department
- ❖ Avoid “never” and “always”

Keys to Success: Do It With Love

- ♣ Don't lose your cool
- ♣ Don't lie
- ♣ Don't exaggerate
- ♣ Be helpful
- ♣ Be personable
- ♣ Relax and enjoy

Exercise

- ❖ Animal services euthanized a dog with a three bite record
- ❖ An op-ed was written claiming that a rescue group made steps to stop the euthanizing process
- ❖ Claim that euthanization rate has increased in SBC
- ❖ Small group of protesters outside of Animal Svcs.
- ❖ KEYT is calling for an interview