

How to get impressive media appearance?



OSCE/ODIHR
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Trainer,
Dushko Arsovski

How to attract media attention?

- Quality projects
- Regular contacts
- Trust building
- Good press release
- Lobbying
- Press conferences

PRESS RELEASE

- Clear
- Concrete facts, numbers, percents
- Short
- Background
- Timing
- Mailing list

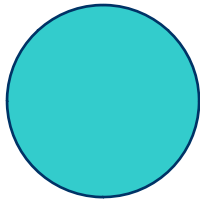
PRESS RELEASE

- Some bad and good examples

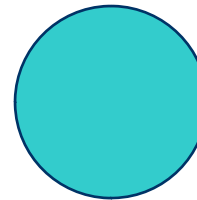
Golden rules



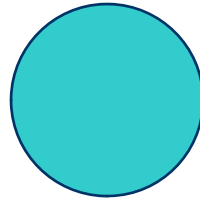
Remaining calm



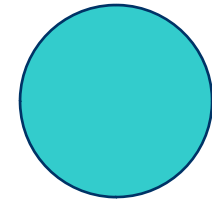
Concept



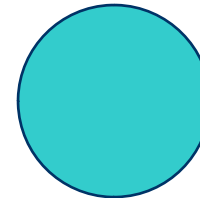
Appearance



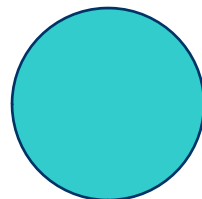
Body mechanics



Planning



Gestures



Golden rules

- **CONCEPT**
- ***THESIS***
- ***KEY NOTES***
- ***BEING RELAXED***
- ***EXERCISE?***

Golden rules

- **APPEARANCE**

- ***CLOTHES***

- ***MAKE UP***

- ***POSTURE***

- ***JEWELRY***

- <http://www.youtube.com/watch?v=rmdH4i2uy6w>

- <http://www.youtube.com/watch?v=2GkkMfZHKJw>

Golden rules

- **BODY MECHANICS**
 - **SITTING**
 - **STANDING**
 - **CAMMERAS APPROACH**

Golden rules

- **STAY CALM**
- **NEVER HUNGRY**
- **NERVOUS OR RELAXED?**
- **NO COFFEE**

Golden rules

- **PLANNING**
 - ***TIME FOR INTERVIEW***
 - ***SHORT, CLEAR MESSAGE***
 - ***STICK TO THE TOPIC***

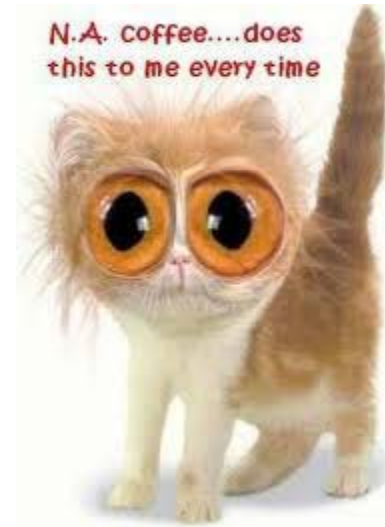
Golden rules

- **GESTURES**
 - ***SMILE***
 - ***BODY MECHANICS***
 - ***DO NOT DOMINATE***

BREAK



N.A. coffee....does
this to me every time



BAD EXAMPLES





<http://www.youtube.com/watch?v=msfhJtJd1KA>

<http://www.youtube.com/watch?v=6fHSzBcnd8s>



.....**keep in mind**

- Audience is the secret
- Be on time
- Polite, open and cooperative



..... **keep in mind**



- Rule the rules
- “No” with reason
- Listen

..... **keep in mind**

- Avoid professional slang
- Do not patronize
- Facts, interesting stories...
- Nothing personal

..... **keep in mind**

- Avoid details
- Do not ask for authorization
- Stay in contact after the interview

PR strategy advices

- Why is needed?
 - * NGO depends on fundraising
 - * Attracting attention
 - * Good relations with media

PR strategy advices

- Create a website

Objectives

Branding

Awareness building

PR strategy advices

- FACEBOOK, TWITTER

Update

Consistency

Keywords

EXERCISE



LUNCH BREAK

