



danibu update

Spring 2020 - update #14

The Media issue

“Whaaaaaat? This newspaper article is a lie! It contains just 10% of what I actually said during the interview! This paragraph is completely out of context!”. And so on

Sounds familiar?

If you (regularly) have to survive media interviews, this danibu update #14 might include some valuable tips when dealing with journalists. They're not aliens, but professionals who are competitive, ambitious and highly educated. With some simple communication tips, you can get ready for the media battle. And when you think you're perfectly prepared for that important interview, things can still go different, as you can see [here](#).

Enjoy reading about some critical interview and presentation techniques, delving into this first danibu update in 2020.



How journalists work



Journalists are a valuable breed - especially since the upcoming of 'fake

news'. Sure, meeting with them can be tough, but ultimately, they *are* responsible professionals, abiding by the code of journalism.

First and foremost, journalists are omni-channel storytellers: They approach you, having *their* specific story in mind, and will want to dig deep to get facts and opinions. Or, they will check their own conclusions and opinions. If you grant them quality time for a statement or interview, sometimes they want nothing, but to meet you. So, take this as a chance to build relationships.

When you talk to them, remember they're critical companions. They're humans, who are just doing their job (not enemies), under high time and performance pressure, so they always come prepared with questions that serve to build *their* story: What's interesting for them? What could be something they're the first to know about? What provokes or breaks with convention? Knowing your story inside out is key to prepare your mental rebuttal. Here are 3 tips:

1. Write a teaser version of your story on a piece of paper: The headline you want to see in tomorrow's newspaper or evening news
2. Rehearse a short version (it's OK to have sneaky cards) of your story and reiterate that one key take-away you want the journalist to remember from your interview
3. Write out a long version of your story: This is the narrative (the why) behind your statements

Bridging and Flagging



There are two critical techniques that will help you stay focused on your messages in interviews or presentations: **Bridging and Flagging**.

Bridging is when you acknowledge the reporter's question and then use a bridging phrase (a verbal transition) to the safety of your key messages. So, you answer the reporter's question briefly and then bridge to information *you* want to provide: Reporter: "There are rumors about a new product you are about to launch...". You: "You should see this product in the coming months. I'd rather focus on the innovation we just launched, which is having a great success among our consumers...".

Flagging is when you stress certain aspects (important to *you*) to underscore their importance, or when you repeat your key messages during the course of the interview: "The key thing to remember with our new products is..." or "The bottom line here is...".

Join the [danibu training on 27 March 2020](#) to learn more techniques that will keep your interviews on track - and you focused on your own point.

Frank Tebbe (Red Cross*) on trust - and horses



Trust. It comes on foot, but leaves on horseback. At the Red Cross, we're painfully aware that trust is key in everything we do: in our emergency response, in our fundraising, in our conversations with our stakeholders. And although the media landscape is changing as we speak, we appreciate that free publicity through traditional media is still one of our most important channels for public awareness and support. So, how to be perceived as a jolly jumper, rather than an old, lame horse? All of our spokespeople are former journalists by trade, speaking their language, so understanding our (intermediary) audience is key:

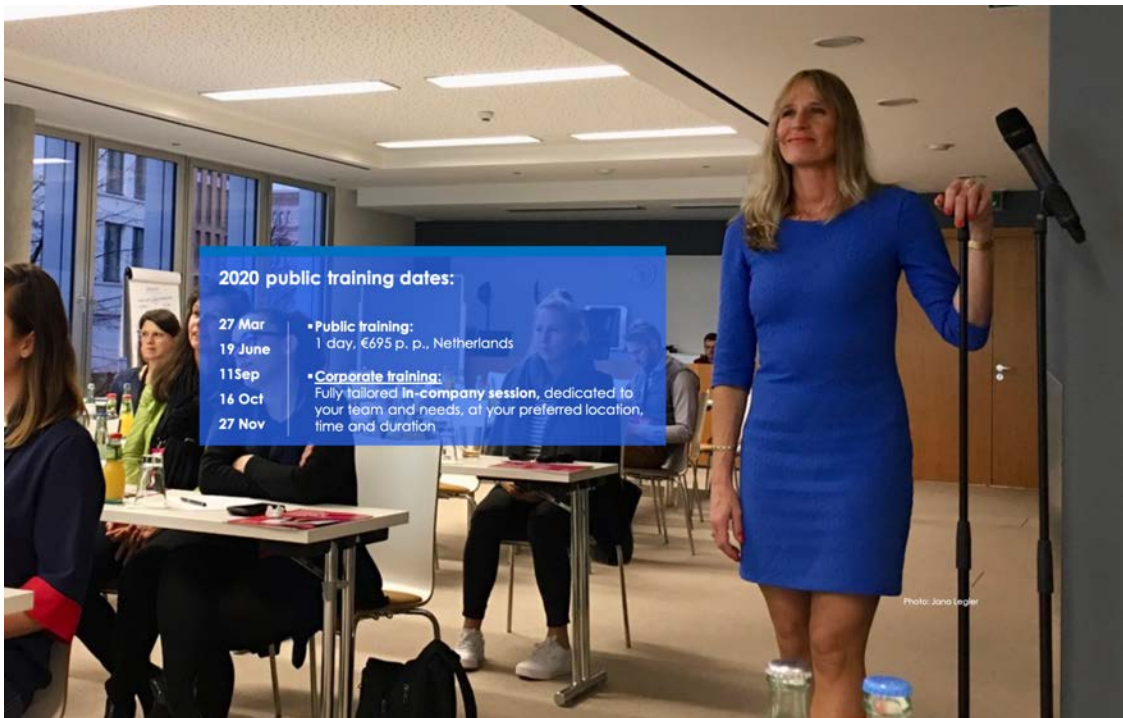
In media interviews, it's important to be fast, clear and honest. News travels faster than your organization, but the one who gets your message first, is the one who cuts through the noise. So, that message must be clear, no-nonsense, easy to use, speedy, honest and fact-based. Truth and trust go hand in hand. Sometimes, we have to share things that didn't go well (yes, that also happens at the Red Cross) – but if you're transparent, it will ultimately help to build your credibility.

Organizations, like the Red Cross, are increasingly becoming media themselves, with their own newsroom, internal editors and journalists. The

basic rules of the game - being fast, clear and frank - however, will always be the same.

*Advisor special projects and former head of communications at the NL Red Cross.

What's up in the danibu community?



2020 brochure

It's simple, really, to keep track of danibu activities or to get in touch: Besides this danibu update (quarterly newsletter) there is the annual **danibu brochure** - a simple tool with hidden power to connect. This pocket-size booklet provides danibu customers, prospects, friends and members of the danibu community with a snappy overview of communication and creative services, recaps areas of activity and details training highlights for this year.

If you have a temporary communication vacancy to fill or are in need of a pair of creative outside hands - reach out [here](#).

Training

If you got hungry for (more) media, communication and presentation tips, join other leaders, managers, team members and entrepreneurs in a danibu workshop - which can be booked as a corporate/in-company session, fully tailored to your team and needs, at a preferred location, time and duration. Or, attend one of the 2020 open sessions.

Open training

If you want to treat yourself to an interactive communication session outside your usual work arena, join one of the open-entry danibu workshops in Haarlem, NL, this year. Mark your calendars for the next training on **27 March 2020**.

Did you know? The 9 golden spokesperson nuggets



There is no substitute for a good conversation - with whoever. But, interviews are not conversations: It's the media's opportunity to get a story. Your job is to tell *your* story, *your* way - you don't have to answer the question asked!

To improve your media skills, you need to prepare, prepare, prepare! I've said it 3 times because it's THAT important! Even if you do interviews frequently, you'll benefit from rehearsal: Practicing bridging, trying out answers to tough questions, or simply hearing the words come out of your mouth. Click [here](#) to find out what the 9 golden interview tips are.



danibu is the communication consultancy and creative production company that gets everybody in step with one another. danibu partners with clients across industries and markets to improve communication footprints and to create unique work for leading businesses and brands.

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