Stand Up and Speak UP!

SPEAKING & MEDIA CRASH COURSE

FOR SURVIVORS OF CHILDHOOD TRAUMA ONLY



ATTITUDE IS EVERYTHING

- SMILE
- BE CONFIDENT
- BE PASSIONATE
- BE POSITIVE
- KEEP YOUR HEAD/CHIN UP
- MAKE EYE CONTACT WITH PEOPLE
- DO NOT INTERRUPT



YOU REPRESENT US ALL Your look your words your message your attitude your posture your facial expressions your social network posts and everything else about you should all be congruent

BE PREPARED

W BE ONE HOUR EARLY

- Be dressed and ready to walk on set or on stage when you arrive (do not expect anyone to help you with hair or make-up)
- Check on current events before going to the studio or venue in case you're asked to comment about an ongoing news story
- ✓ Make sure that your message perfectly matches the pitch they agreed to
- ₹ Try to avoid taking notes with you
- ♥ Put your phone on silent before you enter the studio or venue
- ♥ DO NOT LOOK AT YOUR PHONE RIGHT BEFORE GOING ON SET
- Know your subject so well that you can shift if you are asked questions about something else or if you are given more than the agreed upon time
- Have a prepared "re-direct" in the event you're asked something that you are not willing to talk about

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KNOW YOUR MESSAGE

Have a clear, concise message that you can articulate in 3 minutes or less

You've nailed it when others can easily repeat it!



PRACTICAL TIPS FOR INTERVIEWS & SPEECHES

- Do not ramble. BE CONCISE in making your points.
- Don't try to make more than 3 points.
- Watch your interviewer or audience for cues for when to pause or stop.
- Avoid the "nervous laugh," speech fillers like "um," "uh," "like," "you know," etc.
- Avoid jokes unless you're a stand-up comedian.
 Jokes are often misunderstood or misconstrued and there's no time to clear that up.

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PRACTICAL TIPS FOR VIRTUAL INTERVIEWS

- If you're calling in, make sure you have good cell service or find a true landline phone
- If you're joining an interview via zoom, make sure you have solid internet service.
- Make sure that you are in a QUIET place with no background noise.
- Make sure your electronics are on silent or off .
- Verify BEFORE the interview that you have the correct phone or zoom link for the interview.
- Watch or listen to the show or podcast BEFORM your interview so you know what to expect.

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When you can't or prefer not to respond, RE-DIRECT

You **must** have your re-direct ready long before you're on live TV or in front of an audience.

Protect yourself and your reputation by knowing ahead of time **what you're willing to share** and have your re-direct for uncomfortable guestions.

Always bring the conversation back to whatever you're there to talk about—your book, your cause, your event

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Learn YOUR Re-Direct

EXAMPLE:

Host: "We've been talking a lot about the epidemic of drug use...have YOU ever used drugs to help you deal with what you've gone through?

You: "That's a great question, Chris. Ice cream is my personal self-medication, but the sad fact is that many people don't have healthy coping mechanisms for getting through tough times. That's why I wrote my book, ____."

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LOOK APPROPRIATE

Find a TV newscaster who you resemble



pay attention to what they wear-color, styles, etc.

Your appearance should NEVER distract from your message



POSTURE FOR MEDIA INTERVIEW

- · If sitting, sit straight and keep both feet on the floor
- Lean forward 15 degrees
- If standing, stand up straight, shoulders back, make eye contact with your interviewer
- If wearing a blazer or sweater, button it

BE CAREFUL ABOUT LEG CROSSING



POSTURE FOR PUBLIC SPEAKING

- Stand up straight
- MOVE—don't just stand behind a podium unless you are specifically asked to do so.
- Project your voice even when you have a microphone
- Exaggerate your facial expressions, gestures and body language
- If wearing a blazer or sweater, button it



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HD TV SHOWS EVERYTHING

abc WORLD WITH DIANT

Don't use heavy make-up

Don't wear jewelry that makes sounds or that will cause a flash in the camera

Check your outfit—make sure nothing is showing



DIY PR Resources

- Matchmaker.fm set up a free account to be matched to podcasts looking for guests
- social networking pages—post media appearances, and post nothing that is not consistent with your message
- HARO (help a reporter out) respond immediately, and as you would with a PR pitch—always include contact info
- prweb.com set up free account for press releases
- Metro Monitor ALWAYS capture your media appearances. NEVER ask the show or station to do it.
- Anchor.fm consider creating your own podcast to share your message









PAID PR



PAY-FOR-PLAY

It's expensive, and THERE ARE NO GUARANTEES







BEFORE you pitch, KNOW the show

Start with early morning shows, local TV newscasts, newspapers, magazines, and podcasts.

Pitch ONLY to shows that host guests

Pitch to shows that cover more than "hard news"

Send pitch emails before 5 a.m.

Follow up with phone calls **before or after** the show is on

Find contact info on show or network websites OR subscribe to a PR service







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PR & SPEAKING PITCHES THAT WORK

- 1. CATCHY TITLE
- 2. THREE <u>CONCISE</u> POINTS THAT SUPPORT YOUR TITLE
- 3. WHY PEOPLE CARE

(Current news event for which YOU are the expert, Event happening soon, or some other "hook" that viewers might care about.)

4. WHY \underline{YOU} ARE QUALIFIED TO BRING THIS

MESSAGE (NO MORE THAN TWO SENTENCES)

5. EVENT, CAUSE, OR BOOK THAT SUPPORTS THE PITCH

(Producers don't want OLD NEWS, or news a competitor has already covered.

Event: Faith In Motion Community Initiative is tomorrow at xyz church—be there;

Cause: April is Child Abuse Prevention Month;

Book release is tomorrow: Your Book Title—possibly subtitle, etc.)





