



PUBLIC AFFAIRS COUNCIL  
**MEDIA TRAINING**

June 8, 2021



BIPARTISAN INSIGHT

→  
PROVEN NATIONAL  
LEADERSHIP

→  
INTEGRATED 360°  
COMMUNICATIONS

# FULL-SERVICE STRATEGIC COMMUNICATIONS & BIPARTISAN INSIGHTS, BETTER RESULTS.

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ROKK was founded by a Democrat and a Republican who understand the value of understanding the other side. That helps us create 360-degree campaigns that are laser-focused, insight-fueled and highly effective.



# HOW WE CAN HELP



SOCIAL IMPACT  
COMMUNICATIONS



NARRATIVE  
DEVELOPMENT



THOUGHT  
LEADERSHIP



STAKEHOLDER  
ENGAGEMENT



EVENTS



MEDIA  
RELATIONS



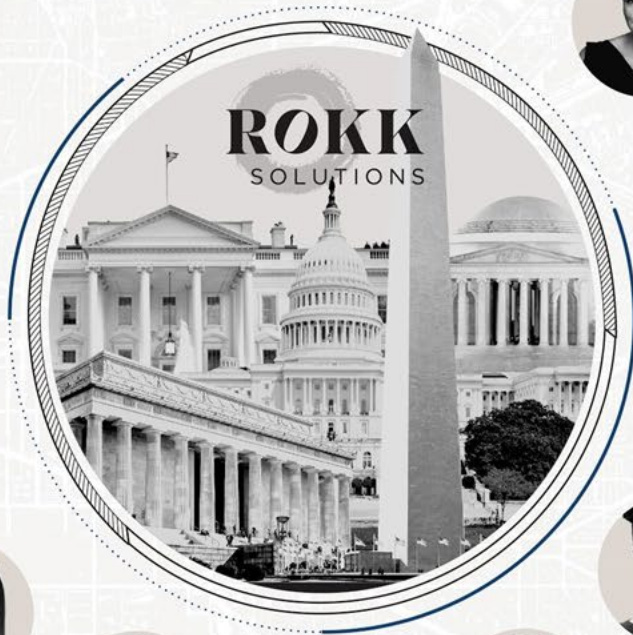
MESSAGE  
AMPLIFICATION



DIGITAL  
STRATEGIES

# THE TEAM YOU WANT IN THE ROOM.

While their backgrounds and talents are diverse, the people at ROKK all share the same passion, commitment and ability to deliver results for our clients.





# MEDIA RELATIONS

So have a story you want to pitch. Now what? How do you get and maximize an interview or press at your event?

- WHAT IS THE GOAL?
- WHAT IS AN INTERVIEW?
- HOW YOU LOOK
- HOW YOU SOUND
- WHAT YOU SAY







# PITCHING STRATEGY

“Spray and Pray” will not win the day. Pitches need to be timely and targeted.

- DEVELOP STRATEGIC COMMUNICATIONS PLAN
- DEVELOP TARGET LIST
- PREPARE SUPPORTING COLLATERAL MATERIALS
- PITCH INDIVIDUALS THROUGH THEIR PREFERRED CHANNEL





# GOT THE GREEN LIGHT

What happens when the reporter says yes? It all goes back to your overall communications plan.

- SET LOGISTICS AND GROUND RULES
- PROVIDE BACKGROUND MATERIALS
- PREPARE
- EXECUTE



A man with thinning hair, wearing a light-colored suit jacket, a white shirt, and a dark patterned tie, is looking down and slightly to his left with a serious or concerned expression. The background is a blue curtain. Overlaid on the image is the text 'WHAT NOT TO DO IN AN INTERVIEW' in white capital letters.

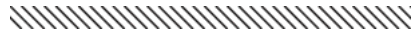
WHAT NOT TO DO IN AN INTERVIEW

A logo consisting of the letters 'S' and 'F' in a stylized font. The 'S' is white and set within a red square, while the 'F' is white and set within a black square. A white curved line sweeps from the bottom left towards the center of the image.

SF



YOU'VE DONE  
THIS BEFORE





# WHAT IS AN INTERVIEW?



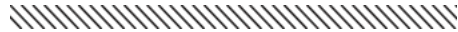
## WHAT INTERVIEWS **AREN'T**

- Conversations
- Quizzes
- Depositions

## WHAT INTERVIEWS **ARE**

The Opportunity to Share  
Your Message

# WHAT IS AN INTERVIEW






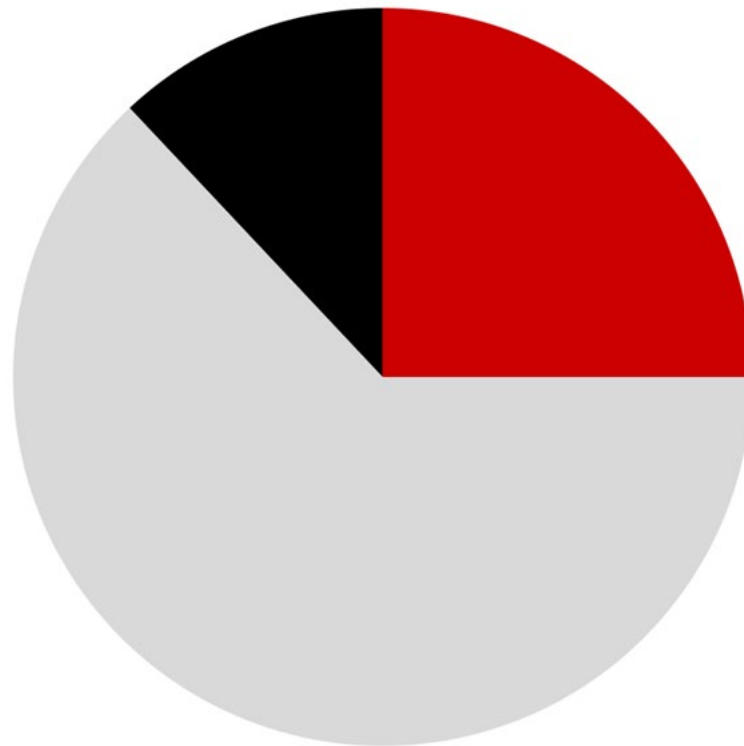


# TELEVISION INTERVIEWS

# WHAT BOOKERS WANT TO KNOW



-  HOW YOU SOUND
-  HOW YOU LOOK
-  WHAT YOU SAY







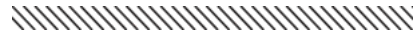
# LOOK AT HOW YOU LOOK

- BODY
- HEAD
- EYES
- HANDS
- SMILE

# WEAR THIS



# WHAT NOT TO WEAR







## HOW YOU SOUND

- VOLUME
- VARIATION
- VELOCITY
- PUNCTUATION
- PAUSES

HOW YOU SOUND

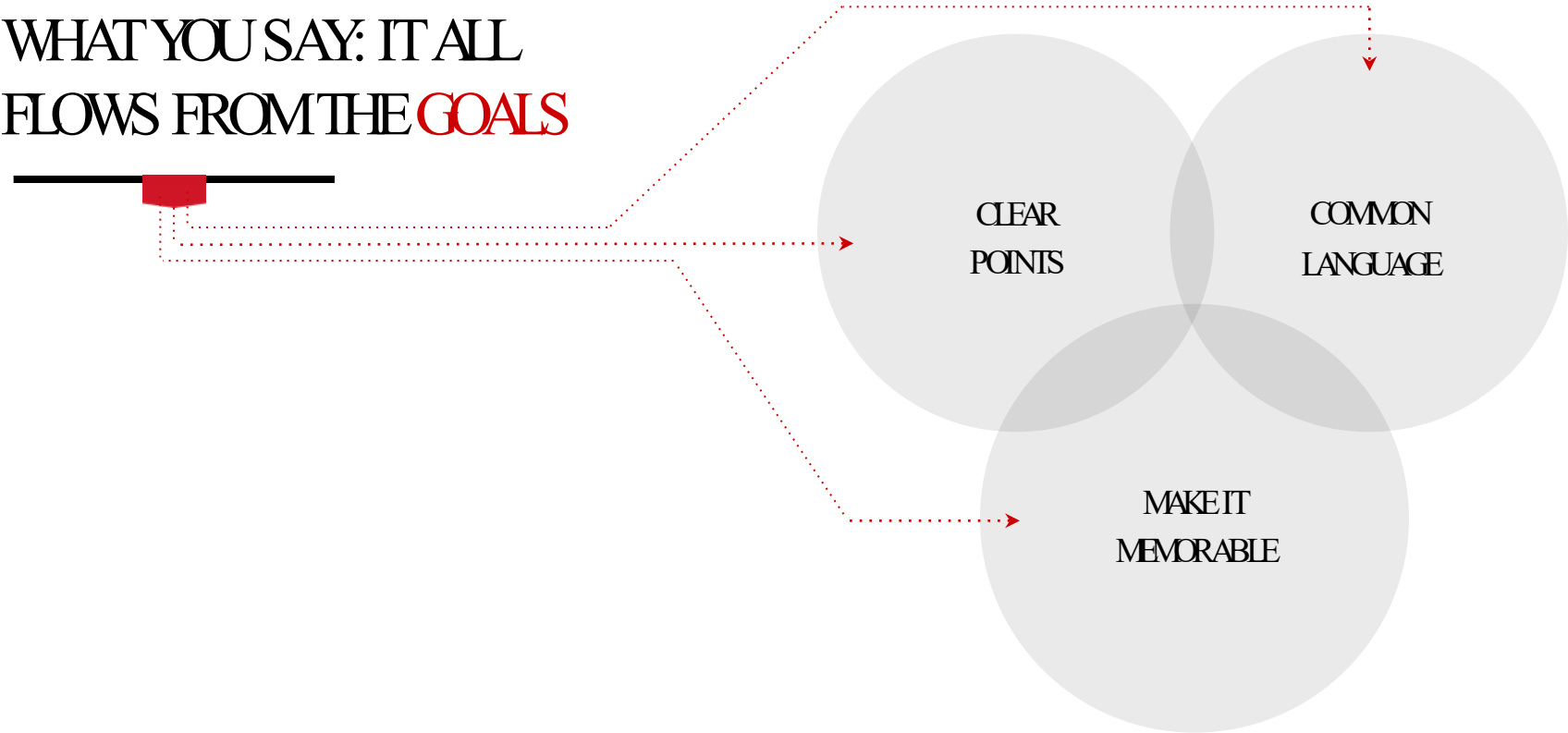


I did not steal your blue  
wallet yesterday.





# WHAT YOU SAY: IT ALL FLOWS FROM THE GOALS



# WHAT YOU SAY: IT ALL FLOWS FROM THE GOALS

## BE THE REPORTER:

What headline would you want written about you?

What are you doing in the interview to achieve that?

# THE WALL STREET JOURNAL.

TUESDAY, MAY 21, 2019 • VOL. CCLXXIII NO. 118

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## What's News

Business & Finance

### Chicago's New Mayor Pledges Reform for City



**EMERSON:** Lori Lightfoot, right, with her spouse, Amy Cullerton, was inaugurated as Chicago's mayor on Monday. She is the first black woman and openly gay person to become mayor of the city. **AP**

### FCC Chairman Backs T-Mobile's Sprint Takeover

Companies agree to concessions, but the deal still faces hurdles at Justice Department

**By Brian Koppell and Steve Delaney**

WASHINGTON—Federal Communications Commission Chairman Ajit Pai said he would back the more than \$26 billion combination of cellphone carriers T-Mobile U.S. Inc. and Sprint Corp. after the companies agreed to a package of concessions.

The agreement ensures one key government approval for the merger but it gets the companies only halfway there. T-Mobile and Sprint, the third- and fourth-largest wireless providers in the U.S., need the blessing of both the FCC and

Justice Department, where officials continue to be concerned that the deal would create an uncompetitive reduction in competition, even after Monday's concessions, according to a person familiar with the matter.

Mr. Pai said Monday that the concessions made by the two companies would substantially advance two of the FCC's key objectives: "closing the digital divide in rural America and advancing United States leadership in 5G, the next-generation wireless technology."

The endorsement marks a departure from the stance taken by past FCC leaders who stood in the way of deals that would lower the U.S. wireless market with fewer than four nationwide competitors. The commission joined the Justice

*Phone.com/psipage/2*

### U.S. Gives Reprieve To Huawei Blacklist

U.S. officials said Monday they would grant a temporary reprieve to Huawei Technologies Co., giving some suppliers and customers of Chinese telecom giant a 90-day reprieve from tough trade penalties.

The move eases tensions between the U.S. and China as both countries seek to get trade talks back on track. Shifting off Huawei's access to U.S. components without exceptions would be a devastating blow to the company.

### Barr Says He Is Fighting For Presidency, Not Trump

**By Ronan Givens**

As President Trump's attorney general, William Barr has come under criticism from Democrats and some Republicans.

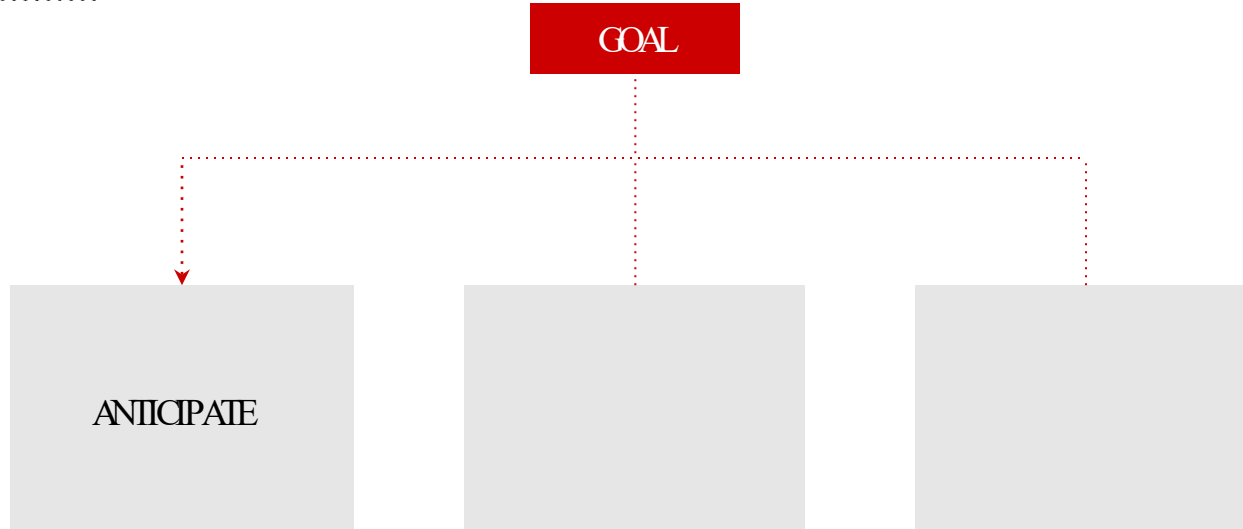
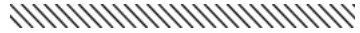
Trump directs former White House

### New Standoff For McGahn

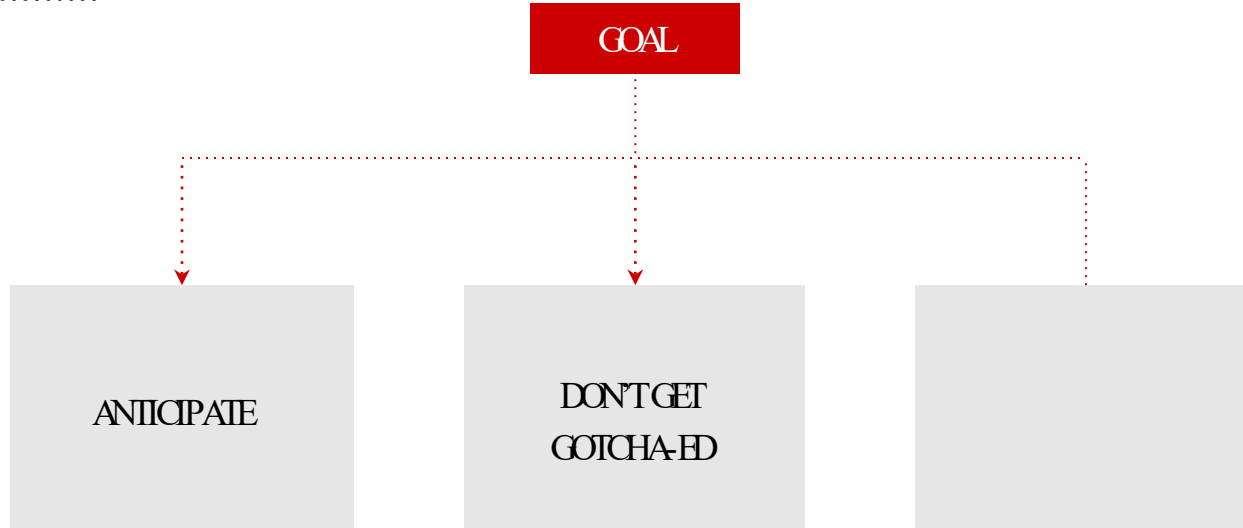
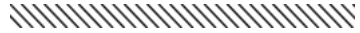
changed to hurt Trump, and I thought it was damaging to the president over the long run," Mr. Barr said.

The standoff plus casting from Brooks led the 68-year-old

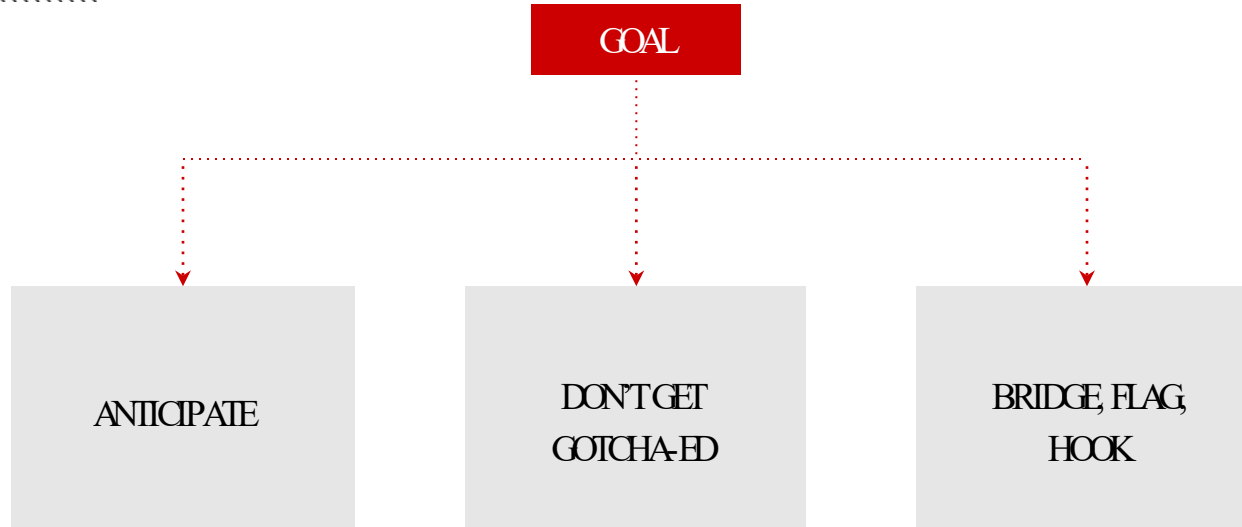
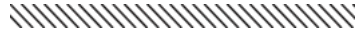
# WHAT YOU SAY: HAVE A PLAN



# WHAT YOU SAY: HAVE A PLAN



# WHAT YOU SAY: HAVE A PLAN







## WHAT YOU SAY: IT ALL FLOWS FROM THE GOALS

Pivot Points:

- A-B-A (goal-because why-goal)
- Pivot (but what's really important)
- Control (stay away from the bait)
- Repetition (reporters will move on from fruitless lines of questioning)

IF THIS IS YOUR COMMERCIAL, COME WITH A SCRIPT!

# WHAT YOU SAYING

Quickly answer the reporter's question, then transition to what you want to talk about.

Example bridge phrases:

“What we're focusing on this quarter is...”

“What our customers have found important is...”

“Another thing to note...”

“We've also discovered...”

“The data also showed...”

NOTE YOU HAVE TO MAKE A GOOD FAITH EFFORT TO ADDRESS THE QUESTION. MAKE A BRIDGE, NOT A DIVING BOARD.





## WHAT YOU SAY: **FLAGGING**

Use your words to show what the reporter should be paying attention to.

“Most Important”

“Biggest Impact”

“Revolutionary Product”

“Biggest Challenge”

“Greatest Test”





# WHAT YOU SAYING

Example hooking answer: “That’s just one of the ways that we’ve been able to keep employees safe at work this year.”

SET UP THE FOLLOW UP: WHAT ELSE HAVE YOU DONE?

“It’s just one example of how we do well by doing good.”

SET UP THE FOLLOW UP: WHAT ARE SOME OTHER WAYS YOUR COMPANY IS GIVING BACK TO THE COMMUNITY?



A person is sitting at a desk, looking at a smartphone. In the background, there is a laptop displaying a website, a green cup, a pair of glasses, and a potted plant. The scene is dimly lit, suggesting an indoor office or home workspace.

QUESTIONS?



THANK YOU FOR  
YOUR TIME.

[WWW.ROKKSOLUTIONS.COM](http://WWW.ROKKSOLUTIONS.COM)  
[INFO@ROKKSOLUTIONS.COM](mailto:INFO@ROKKSOLUTIONS.COM)

202-280-2007

You've seen what makes us stand out.  
You've seen our services. You've seen  
our results. Now see what we can do  
for you.

