

MEDIA TRAINING MESSAGING AUDIENCE ANALYSIS

Prepare

Do an audience analysis.
Know who you are speaking to.
What is on their mind? What are they wondering?
What is the elephant in the room?

Organize Your Thoughts

What are the key points you want to make?
What are the messages that your audience wants/needs to hear?
How you can frame your messages overcome barriers the audience may have?

Write a List of Potential Questions

Reflect on your audience analysis.
What are the likely questions you will receive?
What is the nightmare question?

Expect the Unexpected

Maintain composure when handling difficult questions.
No Comment is a no-no!
Bridge to your main messages.
Answer the question only!

Rehearse

Practice delivering your messages out loud.
Have someone pose questions to you.
Tape your rehearsals and listen back.
Are you convincing, credible, and staying on message?