

# Introduction to Media Concepts

*Ömer Ceylan*  
*Europa Media PSC.*



# Energy 4 Cohesion



## Project objectives

- Promotion of innovative decentralised Renewable Energy (RE) actions in rural environments with focus on the new Member States
- Supporting rural development in regions with economic and ecological problems due to market forces

## Target Regions

- Czech Republic: Zlin Region
- Slovak Republic: Velky Krtis
- Poland: Poviát Nowa Sol
- Estonia: Saaremaa Island
- Latvia: Limbazi Region
- Lithuania: Kaunas Region
- Greece: Prefecture of Evros
- Italy: Locride

# Energy 4 Cohesion Strategies

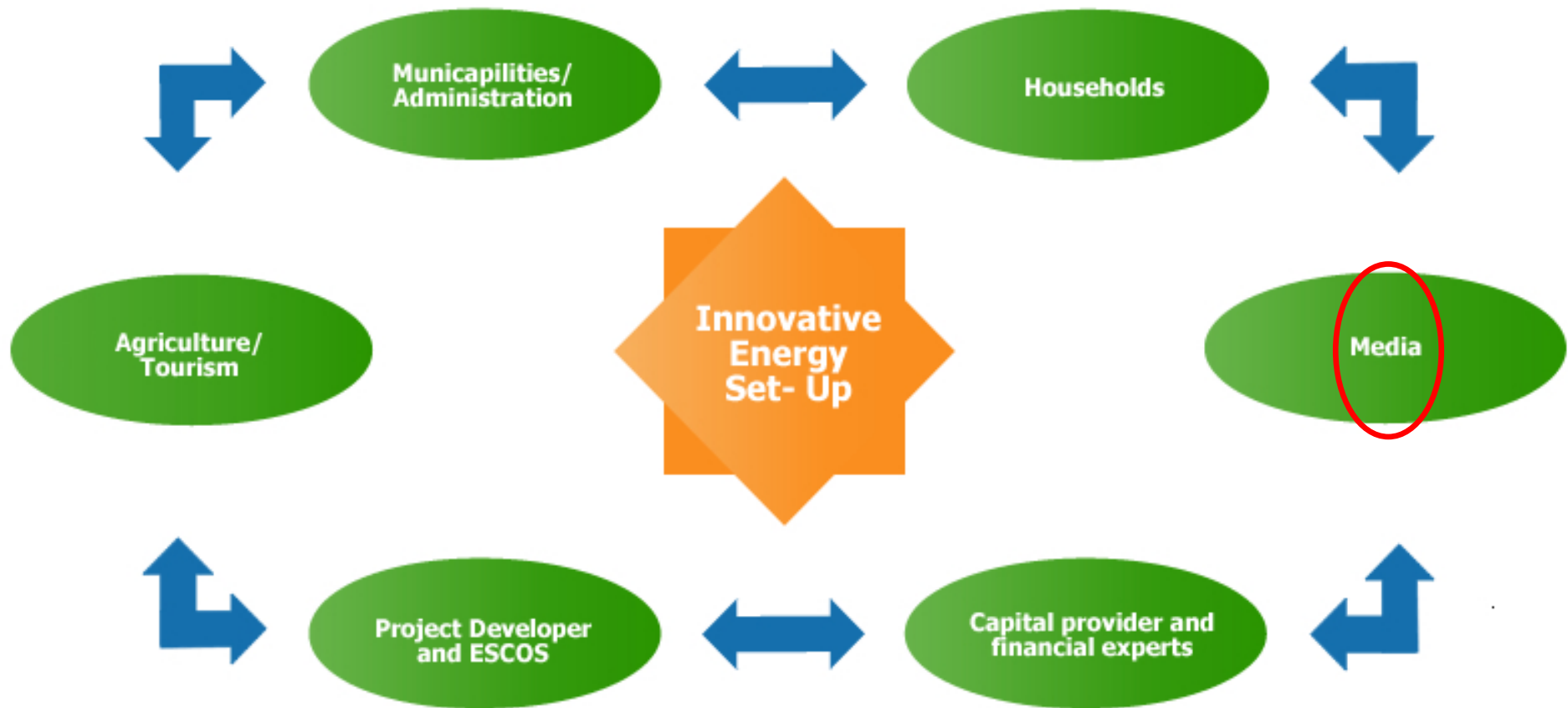
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- Open European **Structural and Cohesion Funds** for RE actions in rural and less developed regions
- Raise **awareness** for the development potential of RE actions in Europe by promotion activities
- Support concrete project implementation on-site in eight selected **rural target regions**

Strategy: combined top-down and bottom-up approach

# Energy 4 Cohesion Actor Cycle

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⇒ a large group of actors must be brought together

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# Project outcomes

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- **Guidelines** for planning RES and RUE actions
- **Strategy paper** on innovative financing schemes for RES and RUE projects in the frame of the European Cohesion
- **Guidelines for bundling RE actions** making them bankable and feasible for Structural and Cohesion Funds
- **Seminars on the potential of Cohesion Programmes** for funding small scale RES and RUE actions
- **Eight comprehensive Master Plans** for RE actions in selected regions of Southern and Eastern Europe

# Project consortium (12 partners)

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- WIP-Renewable Energies, Germany (coordinator)
- EREC – European Renewable Energy Council, Belgium
- forseo, Germany
- ENVIROS, Czech Republic
- SEGI-AT, Poland
- GEONARDO, Hungary
- Archimedes Foundation, Estonia
- ECB – Energy Centre Bratislava, Slovak Republic
- LEI – Lithuanian Energy Institute, Lithuania
- EKODOMA, Latvia
- ETA-Renewable Energies, Italy
- AUA – Agricultural University of Athens, Greece

**For more information: <http://www.e4c.org>**

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# What is Media?

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**Media of communication**, where *media* (as the plural of *medium*) refers to different means of dissemination of fact, opinion, entertainment, etc.

## **Purpose:**

- Advocacy (e.g. advertising, propaganda)
  - Education
  - Entertainment (acting, music, computer)
  - Journalism
  - Public service announcements
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# Types of media

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- **Newspapers**
- **Pamphlets**
- **Brochures**
- **Posters**
- **Magazines**
- **Television, Films**
- **Radio, CDs, DVDs**
- **World Wide Web**
- **Telephone**
- **Speech**
- **Postal mail**
- **Theater, Musicals**

**Mass media**

**Non-mass  
(personal) media**

# Today's focus

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- **Press**
- **Radio**
- **Television**

**If you manage to convey your message through these means:**

- high number of target audiences
- strong visibility
- success and sustainability

# Universal principles

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- Direct recipients → **journalists, editors**
- Your goal → to **reach** an audience
- Fulfil certain **criteria** for acceptance by the editors and journalists
- An interesting, comprehensible, well elaborated, explicit, and timely message
- **Transferable** to screen, air or printed page
- **Maximise** the chance of exposure!

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**Thank you for your attention!**

**Ömer Ceylan**

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# How to write a Press Release

*Ömer Ceylan  
Europa Media PSC.*



# What is a Press Release?

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- **The purpose**

- Advertisement?

- NO!**

- A pseudo-news story

- Give the journalists a **story**, not an advertisement! (**Newsworthiness**)

- Make a story out of your project, product, service, etc.

# Catching the reporter - 1

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## **Some facts:**

- Reporters are overloaded
- Not interested in helping you
- Want interesting stories for their readers

## **Conclusion:**

- Make the reporter's job easier!

# Catching the reporter - 2

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- **Contextualize** the story: Make it relevant – be objective – keep it simple  
→ Don't lose sight of your topic – bear in mind the knowledge (*lack of knowledge*) of the journalist and the readers in your specific field of work
- **Standard format**  
→ The journalist won't bother editing your paper!

# Points to keep in mind

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- Leave out **jargon** and **acronyms**
- Just the **facts** – except for **quotes**
- Different releases for different audiences
- Avoid **hype-bloated phrases** (e.g. unique, state-of-the-art, global leader, etc.)

# Structure and format

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COMPANY LOGO

Contact details

**PRESS RELEASE**

(FOR IMMEDIATE RELEASE / Release Date)

Contact Person

**MAIN TITLE OF PRESS RELEASE**

Subtitle of Press Release

Lead paragraph Lead paragraph Lead paragraph Lead paragraph Lead paragraph  
Lead paragraph Lead paragraph Lead paragraph Lead paragraph

Body of press release Body of press release Body of press release Body of press  
release Body of press release Body of press release Body of press release Body  
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Boilerplate Boilerplate Boilerplate Boilerplate Boilerplate Boilerplate Boilerplate  
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For further information contact Mr. Ömer Ceylan at 06 99 99 99 99

# 1. The Heading

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- Print on company **letterhead** or add the company **logo**.
- **Contact** details:
  - Company name
  - Location address
  - Telephone
  - Web address
- **PRESS RELEASE** (in all CAPS and bold)
- **Contact person** name + numbers
- **FOR IMMEDIATE RELEASE** (in all CAPS)

## 2. Main title (Headline)

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- Centered – **bold** – CAPS
- Capture the journalist's attention!
- Announcement-type – present tense  
– exclude "a", "the" and "to be"

ENERGY 4 COHESION TO PREPARE A  
KNOWLEDGE BASIS FOR RE ACTIONS IN  
LESS DEVELOPED EUROPEAN REGIONS

EU PROJECT SUPPORTS EUROPEAN  
COHESION THROUGH RENEWABLE  
ENERGY ACTIONS

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# 3. The Lead (1<sup>st</sup> paragraph)

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- Grab the reader!
- **5Ws and the H**
  - Who – Who is the story about?
  - What – What is the actual story?
  - Why – Why is this a story?
  - When – When is the story relevant?
  - Where – Where does it take place?
  - How – How does it take place?

## 4. Body of Press Release

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- Back up the statements in the lead
- The actual **facts** – events, projects, plans, people, etc.
- **Quotes** – from relevant persons (e.g. an expert view)
  - Ms. Paris Hilton said: "..."
- The appropriate **angle** – make it relevant and attractive to your audience.

## 5. The boilerplate and beyond

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- Boilerplate: a block of standard text describing your company / project:

The Energy 4 Cohesion project is co-financed by the Intelligent Energy-Europe programme of the European Commission and runs from January 2006 to June 2008. For more information please visit the project web site: <http://www.e4c.org>

**# # #**

For more information on this topic, or to schedule an interview with Mr. Gabor Kitley please call Mr. Ömer Ceylan at 06 99 99 99 99 or e-mail at [omer.ceylan@europamedia.org](mailto:omer.ceylan@europamedia.org)

# Final tips

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- Journalist's **perspective**
- Use proper **etiquette**
- A **follow-up** call can help
- **Read** good newspaper writing – research actual press releases on the web
- Keep it **concise**
- Use basic **fonts** (Times New Roman 12, Arial 10), double spaced, page numbers

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**Thank you for your attention!**

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# How to give a radio interview

## Interview techniques

*Kitley Gábor, managing director  
Europa Media PSC.*



# Content

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- The reporter
- The interviewee
- Interview basics
- Dos and Don'ts of interviewing
- Tips

# The reporter

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## Some facts:

- **Most** are professionals, but
- Are not necessarily content experts on every subject
- Controlled by editors, directors, producers

The reporter purposes in an interview to:

- Gain understanding of issues
- Collect relevant facts
- Obtain quotes from reputable sources
- Balance opposing views

**Important to note:** sometimes they are seeking quotes that support some kind of specific conclusions

# The Interviewee

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- Why give interviews?
  - Information is power
  - You can (and have to) communicate your message(s)
  - Never forget: interviews require giving up a certain amount of control
  - But: you have more power and control than you think!

# The Interviewee

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- Always keep in mind:
  - You are in the spotlight
  - You are not at the news media's mercy
  - You may not be able to control it entirely but
    - **can control your responses to them**
    - **can help shape media coverage and thereby help in shaping the perception of you (your organisation/cause/etc.)!**

# Interview Basics

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- Never take a cold call!
- Ask questions!
- Define your message!
- Include personal experiences – it supports your message!
- Make it real for people

# Dos and Don'ts

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- DO keep answers short
- DO communicate your message
- DO use firsthand examples
- DO use plain English – avoid jargon
- DO pause before answering – be comfortable with silence
- DO answer the questions
- DO take the high ground
- DO question facts, if necessary
- DO use your voice

# Dos and Don'ts

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- DO NOT ramble
- DO NOT discuss hypothetical situations or unfamiliar matters
- DO NOT argue or interrupt
- DO NOT lose your temper
- DO NOT lie or bluff

# Reporter's intimidation techniques

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- Loaded preface
  - A long preamble to a question, usually containing false and/or loaded statements
- False premise
  - An attempt to lure you into taking an extreme position
  - A „fishing trip” by the reporter who is trying to get a colourful statement out of you by referencing a third party
  - The reporter tries to get you to react on an emotional level – perhaps establish an inconsistency
- Quotation
- Hypothetical situation

# Reporter's intimidation techniques

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- Divide and conquer
  - The reporter tries to drive a wedge between you and someone with whom you should be carefully aligned
- Negative entrapment
  - A line of questioning that tries to uncover something negative
- Paraphrasing
  - The reporter draws his own conclusion and tries to get you to agree with it

# Tips – Face-to-face interviewing

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- Be prepared
- Be relaxed and be personable
- Support your facts with written material
- Be honest
- Use your body language and facial expressions – even if the interview is broadcasted in radio
- Avoid speaking „off the record“
- Keep a good sense of humour
  - DANGER:** do not be too relaxed and become „chatty“

# Tips – Telephone interviewing

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- All tips from the previous slide
- Do not use a speaker phone
- Do not use mobile phone
- Stand up while talking
- Use a convincing tone of voice
- Be familiar with your own voice
- Ask for a report replay before broadcasting

# Traditional radio interviews

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- Note that radio interviews are still one of the most powerful tools for communicating news and messages!
- Consider the type of listening audience and station you are talking to
- Be aware that radios are usually expanding their audience through the Internet – Radio interview is still a great opportunity to communicate your message!

# Special tips – Radio interviews

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- Make sure you can hear the questions clearly
- Be sure you can pronounce the reporter's name correctly
- Have facts readily available
- Use descriptive language
- Resist speaking louder if the reporter voice seems distant
- DO NOT talk over the interviewer's questions
- IF you are on the air live – be careful what you're saying
- IF you are taping the interview and didn't make your points clearly - ask to be retaped

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**Thank you for your attention!**

**Gabor Kitley**

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# Strategies of a TV Interview

Balázs Bodó  
Managing Director  
Geonardo Ltd.



E4C Media Seminar  
22 June 2007 Budapest

**GEONARDO**  
STATE OF THE ART AND BEYOND

# Content

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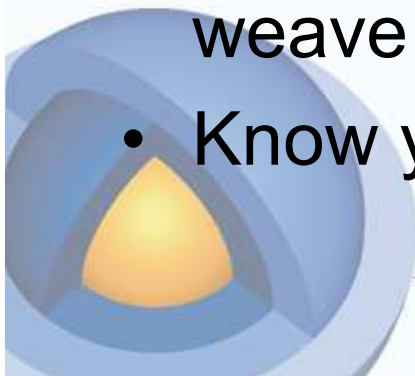
1. Before the interview
2. During the interview
3. After the interview



# Before the interview

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- Understand why you are being interviewed.
- Don't panic, just do it! - a golden opportunity for you to convey your message.
- Find out the topic and the initial angle.
- Make sure you know the subject.
- Ask the reporter about the questions. Think in advance about your main message - and how to weave it into every answer you give.
- Know your rights.



# Before the interview 2

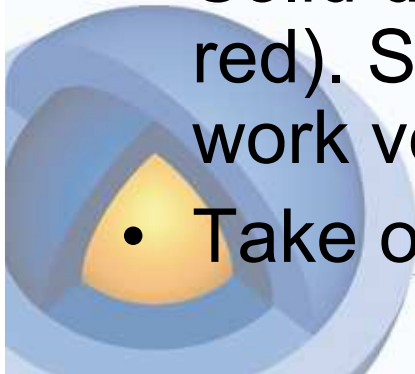
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- Check in advance:
  - The name of TV network or news channel
  - The producer's name and contact info
  - The name and format of program
  - The interviewer's name
  - The timetable for your interview
  - Live or recorded?
  - The date and time your interview will air
  - The topic angle and who else is likely to be interviewed
- Be prepared, but not over-rehearsed (spontaneous is good).

# During the interview - appearance

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- Common sense.
- Plain t-shirt may be OK.,, *Climate change – powered by Shell*” - not so good.
- Look professional but relaxed (feel comfy)
- Avoid wearing stripes.
- Avoid distracting jewelry, hats, or anything with an insignia.
- Solid dark colors look best on TV (not black or red). Solid dark colors, beige and light pastels work very well.
- Take off your glasses, if you can.



# During the interview – how to behave

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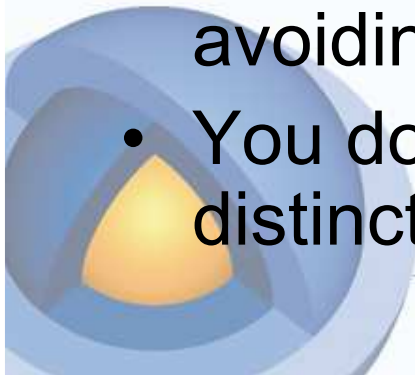
- Body language - keep your hand and body gestures natural and appropriate.
- Sit still or stand still - No swivel chairs or rocking chairs! Darting glances come off as untrustworthy.
- Reporters will react to facial expressions and body language (the reporter may emphasize what you emphasize).
- Building a relationship with the reporter - you'll then be remembered as a reliable source for future stories.



# During the interview – if you are nervous

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- Consider that you will be done in a few minutes.
- Think of a situation that is much worse (war, dentist, etc). This will help to put things into perspective.
- Basic exercise: inhale (through your nose); exhale slowly (through your mouth)...
- Maintain eye contact with your reporter.
- Speak slowly using simple sentences – helps in avoiding mistakes.
- You do not have to speak loud (just clearly and distinctly in a modulated, polite tone).



# During the interview – your message

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- Keep it clear - what is your message?
- Keep it simple – 2 or 3 main points. You want each part of your message to be easily identifiable in your news releases.
- Focus your message - You know the subject but the audience does not.
- Keep repeating it – be consistent. Decide on two or three main points, and use them - either word-for-word or paraphrased - in all the answers you give.



# During the interview – your message

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- What is interesting/new/unique about it? Why is it important? Who or what benefits?
- Avoid jargon when addressing the audience.
- Do not use abbreviations unless you explain them first.
- Make your points and stop talking. Wait for the next question. Do not wait to be interrupted.
- Listen to each question carefully before responding.
- If you get an unexpected question, don't answer right away. Short silent pauses are OK.



# During the interview – your message

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- Making your message interesting:
  - Examples from the past. When you use colorful examples, people pay more attention.
  - Use an anecdote or interesting story that will stick in people's minds.
  - The viewers will remember only part of what they hear, so give them a few vivid images that will move their imagination.
- And remember: you're not really talking to the interviewer. You're talking to the people at home who are watching their TV.



# After the interview

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- If you had a good experience send a thank-you note to the producer and/or reporter.
- Extras for the reporter - These items may ensure that your name and area of expertise are correctly spelled, identified and explained:
  - Business card
  - Fact sheets or brochures about your activities
  - Additional info about the topic (you will be considered a helpful reliable source)



# Dos and Don'ts

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- Assume everything you say will be quoted. Nothing is ever off the record.
- Never say “No comment.” Most people would assume that you are guilty of something...
- If you make a mistake when you answer a question, stop and calmly tell the reporter you're going to start over (recorded interview).
- Listen before you speak, and don't interrupt.
- Keep your answers short and lively.
- Wear clothing that is neat and comfortable.
- Be careful what you say (legal aspects).

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# DISCUSSION

