



Engaging The Media: How To Maximize A Press Interview

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Phillips Media Relations

an **AIA** leadership event

Media Training

What Great Spokespersons Know

1. Speak to Your “Target Person”



2. Start and Finish Strong



**START
FINISH**

3. “What” Is Not Enough

Why + **What**

Media Training

Make Your Messages Memorable And Personal

What *Is* A Message?

- 1. One sentence**
- 2. Your goals + their needs**
- 3. Themes, not verbatim statements**
- 4. Three is the magic number**

I WILL FOLLOW THE RULES I WILL FOLLOW THE RULES
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Repeat, Repeat, Repeat



AIA

**The Architect's Voice:
Advocating for our Profession**

A comprehensive guide to help you communicate more effectively with your clients and in your community



Architects Work With Clients

Headline: I am my client's partner. I feel an obligation—both personal and professional—to work with my client in a true collaboration. What emerges is transformative design that satisfies and succeeds.

Proof: If you've ever really talked with an architect, you've seen that we view what we do as not just work, or a practical process, but as a passion. I get my greatest creative enjoyment from a true team effort with my client. It's a kick to look back and say, "Together, we designed solutions. We created for the future. And we had fun." For example... (use a personal challenge/outcome story illustrating the power of collaboration).



Architects Transform Communities

Headline: An architect's work turns a place into a community. We look beyond the blueprints, and the buildings. We want to improve the lives of the people around us, and the people who follow us.

Proof: We see architectural solutions that can have a lasting impact on the vibrancy of an entire community. We help buildings work better for society—and enable society to perform better. It's what drives us in any project, large or small. For example... (tell the story of a project that was transformative for your client or the community).



Architects Design Solutions

Headline: An architect's education and experience allow him or her to not only solve problems but *avoid* them. That resolve to provide solutions isn't present in less structured design.

Proof: Architects are problem-solvers and community-builders who bring passion and innovation in helping clients achieve their goals. They take the client's vision, find ways to enhance it, and lead it to reality. For example... (use a story of how your work, or your firm's work, added value to a vision or exceeded the client's expectations).



Architects Strengthen Society

Headline: Architects help to make our communities safer, healthier and more livable. They guide collective visions and help transform lives.

Proof: We all want livable, sustainable, and inspiring communities, ones that respect the past, present and future. Values, vision, and ethical responsibility can be designed into a community. For example... (relate story of a project whose design provided community benefits).

The Message Support Stool



How The Media Use A Small Story



The Message Support Stool



A Better Way To Share Statistics



The Message Support Stool



Social Media and Journalists

Connector

- Find journalists on Twitter
- Share their content

Consistent

- Stay consistent with your position across social media platforms
- Be responsive and engaging



Social Media and Journalists

Cautious

- Don't engage in heated discussions
- Don't take it personal
- Agree to disagree
- Use hashtags wisely
- Be authentic to your organization's voice
- Be authentic to your personal voice



Media Training

Answering The Tricky Questions



The ATMs
Answer
Transition
Message
sell

Transitions (The “T” in The ATMs)

“The most important thing to remember is...”

“Here’s what our clients are telling us...”

“Let me tell you what we’re seeing here...”

“You should also remember that...”

“There are really two separate issues here...”

“Our members have spoken loud and clear, and what they’ve told us is...”

“Here’s the key point...”

“That’s not what we’re seeing. What we’re seeing is...”

The ATMs

Answer
Transition
Message
sell

ATMs Example #1

Question: “Do you think the advances you’ve achieved in federal energy sustainability goals will survive in this new administration?”

Answer: (A) I hope so. **(T)** It’s important to remember that **(M)** sustainability in design is too important to be a political issue. We pushed for the federal 2030 netzero energy goals and we will continue to do so. **(s)** For more information on our sustainability advocacy, please visit our website at aia.org.

ATMs Example #2: Steve Ells



The Peter Jennings Rule



Media Training

How To Work With Reporters

1. Never Say “No Comment”



2. Watch Out For Tricky Reporters



3. Remember the Lesson of Gen. Michael Hayden



