

MEDIA AND SOCIAL MEDIA TRAINING





WORKING WITH THE MEDIA

WHAT IS MEDIA TRAINING?

- ❑ Being ready to effectively communicate your position, views, campaign, message, or whatever you are trying to convey to a reporter and...**VOTERS**
- ❑ Gives you skills critical to successful interactions with reporters and voters

MEDIA TRAINING

TWO TAKEAWAYS

1 IDEAL
HEADLINE

2 NON-VERBAL
COMMUNICATION

MISCONCEPTIONS ABOUT MEDIA TRAINING

It is **NOT** about...

- ❑ Spinning
- ❑ Dodging the question
- ❑ Lying

OVERVIEW OF MEDIA TRAINING

- 1 SETTING UP A COMMUNICATIONS SHOP
- 2 MESSAGE DEVELOPMENT
- 3 INTERVIEW TIPS
- 4 NON-VERBAL COMMUNICATION
- 5 LIVE PRACTICE

MOST IMPORTANT
TAKEAWAY

PREPARATION

PREPARATION IS EVERYTHING!

- ❑ Create a sample Q&A document
 - ❑ List of questions & answers for a wide range of topics
 - ❑ 85% of the time you can predict what questions you will get
 - ❑ This document will be continuously updated and greatly help you throughout the cycle.
 - ❑ Practice your responses on a regular basis, so they become natural and instinctive.

COMMUNICATIONS SHOP

- ❑ Define & understand roles
 - ❑ Who is your spokesperson?
 - ❑ Who handles the day-to-day?
 - ❑ Who has final approval of written material going out?
 - ❑ Who is handling the social media?
- ❑ Media lists
 - ❑ Reporters in your area that have or who will likely cover your campaign/issue
 - ❑ Living, breathing document, always updated
 - ❑ Print, TV, radio, bloggers, opinion leaders
 - ❑ Know & understand deadlines
- ❑ Communications calendar
 - ❑ Important dates, events, holidays
 - ❑ Policy rollouts & announcements
 - ❑ Campaign milestones, fundraising

MESSAGE DEVELOPMENT

- ❑ Identify your topline messaging
 - ❑ Two or three points
 - ❑ Why are you running & why are you/your ideas better than your opponents?
 - ❑ Designed around your race/issue and strengths
 - ❑ Could be done in conjunction with your consultant, pollster, manager, spouse, advisers
- ❑ Anecdotes supporting your position
 - ❑ Stories you have acquired throughout your life or have heard from people in your community
- ❑ Internalize the messages
 - ❑ Do not memorize
 - ❑ Don't sound like a robot

LEESBURG GRID

Us / Us

Us / Them

Them / Us

Them / Them

LEESBURG GRID

Trump / Trump

Trump / Biden

Biden / Trump

Biden / Biden

LEESBURG GRID

Trump / Trump

- Outsider
- Delivered Results
- Tough

Trump / Biden

- Weak
- Puppet of the Far-Left
- Failed Career Politician

Biden / Trump

- Erratic
- Uncaring
- Racist

Biden / Biden

- Steady Leadership
- Compassionate
- "Regular Guy"

INTERVIEW TIPS: RULES OF THE GAME

- ❑ Definitions
 - ❑ On the record: your quote can be attributed to you by name
 - ❑ Off the record: your quote or information from the source may not be used
 - ❑ Background: information can be used without mentioning your name
 - ❑ Deep background: AVOID - too much confusion as to its definition
- ❑ Always record your interviews
 - ❑ For your own records, in case there is a dispute over a quote

REMEMBER: YOU ARE NEVER OFF THE RECORD.

TYPES OF QUESTIONS

Closed Questions: short answers

Open Questions: open-ended

Loaded Questions: these are a way for the reporter to direct you to an answer that they want or it is a way to trap you

Hypothetical Questions: questions are looking for speculative answers

OPEN QUESTION EXAMPLES

WHY ARE
YOU
RUNNING
FOR
OFFICE?

WHAT IS
YOUR
STRENGTH?

TELL ME
ABOUT
YOURSELF.

WHY ARE
YOU
QUALIFIED
TO BE IN
OFFICE?

CLOSED QUESTION EXAMPLES

WHERE
ARE
YOU
FROM?

DID YOU
VOTE IN
THE LAST
ELECTION?

HOW
OLD
ARE
YOU?

DO YOU
HAVE ANY
PETS?

DEALING WITH CLOSED & OPEN QUESTIONS

- ❑ Questions are easy to handle if prepared
- ❑ With closed questions, remember to be brief, not every question requires a long response
- ❑ With open questions, remember to maintain focus on your desired headline and main message

Reporters cannot report what you do not say.

Example



DEALING WITH LOADED QUESTIONS

- ❑ Remain calm, keep eye contact and non-defensive. Maintain a neutral face expression.
- ❑ Maintain respect for the reporter/questioner.
- ❑ Challenge the premise of the question. One way is to laugh it off.
- ❑ Answer briefly using the $\frac{1}{3}$ & $\frac{2}{3}$ rule and bridge back to your topline messaging.

Reporters cannot report what you do not say.

DEALING WITH HYPOTHETICAL QUESTIONS

- ❑ Do NOT answer hypothetical questions.
- ❑ Politely tell the reporter that you do not want to speculate.
Answering just opens you up to more questions.
- ❑ Pivot back to your topline messaging with a transitional phrase.
- ❑ For example: "What I'm hearing from voters right now is..."

Reporters cannot report what you do not say.

HYPOTHETICAL QUESTION EXAMPLES

Who would win in a fight between Mike Tyson & Chuck Norris?

If tax revenue declines in the next fiscal year, what budget cuts would you propose?

If you don't win the primary, who will you support?

POP QUIZ!

❏ What is the average length of a sound bite on TV?

7.3 SECONDS

❏ What is the average length of a newspaper quote?

2 SENTENCES

INTERVIEW TIPS: SETTING UP THE INTERVIEW

- ❑ Background Check
 - ❑ Who is the reporter?
 - ❑ What have they written in the past?
 - ❑ What has the newspaper written about your races/issues in the past? Any relevant editorials?
 - ❑ Do they know your background/bio?
 - ❑ Define terms. Are you speaking on or off the record?
 - ❑ When is the story going to run?

INTERVIEW TIPS: CONTINUED

- ❑ Sample Topics
 - ❑ Simply ask the reporter, producer, or host what they want to cover
- ❑ Ideal Headline
 - ❑ What headline would you like to see come out of the interview?
 - ❑ Write it down before the interview starts
 - ❑ Try to work your answers back to the ideal headline

INTERVIEW TIPS: TV INTERVIEW

- ❑ Look in the mirror
- ❑ Dark clothes look better on TV
- ❑ Look at the reporter, not the camera or monitor
- ❑ Control your body language
- ❑ Speak slowly & use short phrases
- ❑ Practice your key messages
- ❑ Write down your ideal headline
- ❑ Relax & smile

INTERVIEW TIPS: PRINT INTERVIEW

- ❑ In-person Interview
 - ❑ Be mindful of body language
 - ❑ Notice when the reporter is making notes
 - ❑ Notice their body language
 - ❑ If possible, choose a location that is quiet; limit distractions
- ❑ Over the Phone Interview
 - ❑ Listen for the “uh-huhs” & typing
 - ❑ When that occurs, try to slow down & repeat what you’ve said so the reporter quotes you directly
 - ❑ If you hear silence, you have lost them

INTERVIEW TIPS: RADIO INTERVIEW

- ❑ In-studio Interview
 - ❑ Look to the host for cues
 - ❑ Are they smiling? Frowning? Nodding along?
 - ❑ Avoid making background noise
- ❑ Over-the-phone interview
 - ❑ Find quiet room
 - ❑ Call in at the time given by the producers
 - ❑ Smile, smile, smile!
 - ❑ Try standing up, it'll help keep your energy level high
 - ❑ Use a landline

INTERVIEW TIPS: TRICKS OF THE TRADE

- ❑ Transition phrases
 - ❑ “The moms & dads I talk with tell me...”
 - ❑ “We’re getting away from the important issue here...”
 - ❑ “Let’s not forget the big issue here...”
 - ❑ “The most important issue we need to talk about is...”
 - ❑ “That’s an interesting point...”
 - ❑ “Equally important...”
 - ❑ “Let me tell you what this means to you...”
- ❑ $\frac{1}{3}$ & $\frac{2}{3}$ Rule
 - ❑ The first third of the response is directed towards the question, and the second two thirds are about what you want to talk about

NON-VERBAL COMMUNICATION

- ❑ How people feel about you when you are speaking lasts longer than your words!
- ❑ Understand your surroundings
 - ❑ What is in the background?
 - ❑ Where is your interview taking place?
 - ❑ What does the “shot” look like?

Examples



Examples

The Washington Post

THURSDAY, NOVEMBER 6, 2003

FINA

Inside: Women, local news | Today's Contents on Page 1

NEWSSTAND: 35¢ | HOME DELIVERY

Page B10

8 No. 334 M2 VA

Abortion Restriction Becomes Law

Dean May Opt Out Of Public Financing

Move Would Sidestep Limits on Spending

By DAN BALE and THOMAS B. EDGALL
Washington Post Staff Writers

NEW YORK, Nov. 5—Former Vermont governor Howard Dean made an announcement here Wednesday that he should abandon public financing of his presidential campaign—a strategic gamble that he can raise more money than he would give up in public money and still win the Democratic nomination.

Dean appealed to his supporters for permission to become the first Democrat ever to reject public funding, charging that President Bush is "selling our democracy" to wealthy contributors. He said the only way to compete against the \$170 million Bush plans to raise is to forgo public financing Bush has done, and try to raise an equivalent amount from a wide range of small contributors.

After signing into law a ban on a type of late-term abortion, President Bush greets, from left, Rep. Steve Chabot (R-Ohio), House Speaker J. Dennis Hastert (R-Ill.), Sen. Orrin G. Hatch (R-Utah), Rep. F. James Sensenbrenner Jr. (R-Wis.), Sen. Rick Santorum (R-Pa.) and Rep. James L. Oberstar (R-Minn.). The law forces some challenges in those states, which Bush refused to fight. (Staff Photo)

BY KCHUPRA—THE WASHINGTON POST

PR
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onation
onald's
ess Leaves
0 Million

FARHI
LLY CAFFA
n Post Staff Writers

al Public Radio will an-
oday the largest donation
tory, a cash bequest from
of the late philanthropist
e of about \$200 million.
quest from the widow of
der of the McDonald's
chain both shocked and
people at NPR's head-
in Washington yesterday,
ts to almost twice NPR's
erating budget. "No one
oming," said one person.
nonprofit organization,
ll disclose details of the
it a news conference this

NON-VERBAL TIPS

Posture: standing tall with shoulders back

Eye Contact: solid with warmth & a smile

Gestures: hand gestures should be purposeful & deliberate, not distracting

Speech: speak slowly & clearly

Tone of Voice: moderate, not too loud or too soft; think of Goldilocks—*just right*

What not to do with your hands...



PRACTICE TIME!



SOCIAL MEDIA

SOCIAL MEDIA: WHAT'S THE POINT?

- ❑ **Amplifying a Message:** On social media, everyone has a voice. It has the power to launch grassroots movements to drown out individual voices. Crowdsourcing is critical to unlock the power of social media.
- ❑ **Notify:** 62% of all adults get some news from social media, so spread the word! Share good news about GOP policies and candidates.
- ❑ **Persuade:** Social media can persuade, but most of the time it doesn't. Use this power carefully. Share positive posts and messages that promote the GOP and Republican candidates.

SOCIAL MEDIA TACTICS: DO'S

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SOCIAL MEDIA TACTICS: DO'S

- ❑ Understand your goal. What are you trying to do? (e.g. persuade, recruit volunteers, etc.) Let this goal guide everything that you do on social media.
- ❑ Know your audience. Who are you trying to reach? Who are you actually reaching? What audiences are you reaching on each platform?
- ❑ Find your voice. Always add your personality, style, and story. It doesn't all have to be serious. After all, social media is for real people!
- ❑ Include a call to action. Give users a way to support your goal (e.g. "Sign up to volunteer!")
- ❑ Engage with other users. You can have the most impact by joining the discussion, so share, like, and retweet!
- ❑ Diversify the content you post... BUT keep your message, voice, and brand consistent. This means post images from the field, share links to volunteer, share positive news articles, etc.

SOCIAL MEDIA TACTICS: DON'TS

- ❑ Try to do everything. Remember your goal. How can you use social media to achieve it? Post only when it make sense, and where the content works (on the right platform).
- ❑ Engage with trolls. Don't get into fights on social media. It never wins anything for anyone or convinces voters to support us.
- ❑ Treat social media as a soap box. Remember, social media is a group activity. It's a tool for engagement, not a place for arguments and rants.
- ❑ Obsess over timing. Timing is important... but not that important. Consistency and content is more important than timing.

YOUR PROFILE

Remember, your profile and your posts are tied to the reputation of your employer, and to the reputation of the Republican Party and the candidates you support. Here are a few ways to uphold that reputation:

- ❑ Maintain a profile without inappropriate images, language, or material.
- ❑ Be aware of who you engage with on social media. Check out their profiles. Who are they?
- ❑ Promote Republican candidates, Republican messages, and the GOP.
- ❑ Share engaging pictures and stories of volunteers and grassroots Republican activities.
- ❑ Seriously... don't engage with trolls (and also don't be one).
- ❑ Set up two factor authentication with your phone. Anyone can get hacked, and it's not fun.

CONTENT IS KING!

Approach each day or roll out with a plan!

- ❑ Why do I want to highlight this particular topic/event? What are the potential posts that might come out of it?
- ❑ What will be the goal of the post? What do I want users to do? What are the best calls to action?
- ❑ Will there be photo opportunities? Do you have a good camera? What's the best backdrop for photos?
- ❑ Who are the most important influencers, attendees, volunteers that I should tag or follow?
- ❑ What are their handles?
- ❑ When will I be posting? Before? During? After?

EXAMPLE: GOOD CONTENT

Posts with photos that are lighted well, show large groups of people, include tags and hashtags, and a call to action are definitely good content. See this example from some MAGA meetups in Wisconsin when President Trump announced his re-election campaign.

PRO TIP: Studies have shown that photos and video with head on shots (subject looking directly at camera), have a greater “thumb-stopping” effect on social media (translation: they get peoples’ attention and make them stop scrolling).

 **Republican Party of Wisconsin** ✓
Published by Chaz Allen [?] · June 19 · 🌐

Last night, hundreds of volunteers, activists, and grassroots supporters from all across Wisconsin gathered at local MAGA Meet Ups to watch President [Donald J. Trump](#) launch his re-election campaign. The enthusiasm is real and we are seeing unprecedented engagement from every day Wisconsinites who are ready to re-elect our President. If you want to be part of this movement, please visit www.wisgop.org to sign up today. #LeadRight #wiright



EXAMPLE: GOOD CONTENT

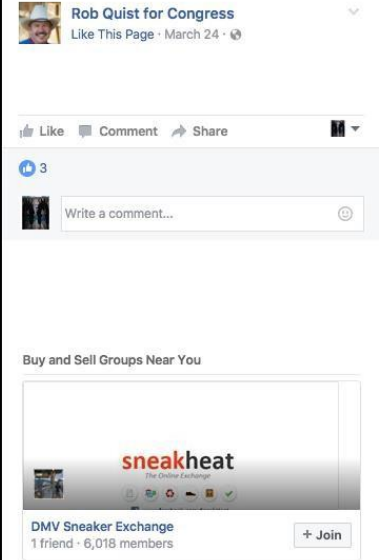
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PRO TIP: Studies have shown that photos and video with head on shots (subject looking directly at camera), have a greater “thumb-stopping” effect on social media (translation: they get peoples’ attention and make them stop scrolling).



EXAMPLE: BAD CONTENT

Dark pictures from the back of the room featuring the backs of people's heads is definitely bad content. See this this example from Rob Quist.





Facebook

Overview

- ❑ Grassroots heavy platform. Engage with voters here.
- .
- ❑ Many features: live video, groups, events, etc.
- ❑ Newsfeed is arranged by most relevant content.
- ❑ The best way to get your posts seen is to gain engagement, so...
 - ❑ Post less frequently to make it count when you do!
 - ❑ Engage with positive comments!
- ❑ Focus on driving people to take action.
- ❑ Video, Links, & pictures get more engagement than plain



Facebook

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- ❑ Grassroots heavy platform. Engage with voters here.
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- ❑ Newsfeed is arranged by most relevant content.
- ❑ The best way to get your posts seen is to gain engagement, so...
 - ❑ Post less frequently to make it count when you do!
 - ❑ Posts should be kept as short as possible to increase engagement, text gets truncated after ~400 characters.
 - ❑ Engage with positive comments!



Facebook

What to Post

- ❑ Posts that include a link, video, photo, etc.
- ❑ PRO TIP: You can find all of these materials in the County Party Tool Box
- ❑ Talking points from the County Party Tool Box
- ❑ Relevant GOP events
- ❑ All of your members can personally invite their Facebook friends with their personal pages to a specific event after it's created it with your public page
- ❑ Posts focused on driving people to take action
- ❑ Shared content from other relevant GOP pages



Twitter

Overview

- ❑ Mostly reporters, politicians, and influencers (not voters).
- ❑ Twitter is more focused on news and commentary than action.
- ❑ Newsfeed is arranged by most recent content.
- ❑ Twitter is fast paced and real time. Tweet often.
- ❑ Use a mix of plain text and visuals.
- ❑ Visuals like GIFs help to get someone's attention when they're scrolling quickly, but for quick and relevant commentary, plain text also works.



Twitter

Overview

- ❑ It's very public.
- ❑ A tweet can be interpreted as an official statement. Understand the risk is higher on Twitter.
- ❑ It's a discussion, so develop an authentic voice!
- ❑ Don't broadcast or copy and paste press verbiage



Instagram

Overview

- ❑ Content on Instagram ONLY INCLUDES PHOTOS
- ❑ You can't include links in your posts
- ❑ Post photos from events
- ❑ Post graphics



COUNTY PARTY TOOLBOX

REPUBLICAN PARTY OF WISCONSIN

⚙️ COUNTY PARTY TOOLBOX ⚙️

- ✓ Messaging and Talking Points
- ✓ Training Materials
- ✓ Graphics
- ✓ Videos
- ✓ WisGOP Press Releases
- ✓ WisGOP Directory
- ✓ Virtual File Cabinet

**Access the
County Party
Toolbox
by going to
toolbox.wisgop.org**

REPUBLICAN PARTY OF WISCONSIN

⚙️ COUNTY PARTY TOOLBOX ⚙️

MESSAGING & TALKING POINTS

- ✓ Stay up to date with exclusive information and talking points that you can use for social media, talking with grassroots volunteers, etc.



TALKING POINTS & MESSAGING

Sustained Job and Wage Growth In July

Continued job growth and rising wages demonstrate the longevity of President Trump's economic boom.

• SUSTAINED JOB GROWTH

- July's jobs report shows that 164,000 jobs were created in July, in line with market expectations and demonstrating the economy's strength.
 - 1.1 million new jobs have been created so far in 2019 alone.
- More than 6 million jobs have been created since President Trump's election, delivering on the promise he made to revitalize the American economy.
 - An incredible 6,203,000 jobs have been created since the election.
- Job growth has averaged a healthy 187,000 jobs over the past 12 months, demonstrating the sustained job growth achieved under President Trump.
- Manufacturing added 16,000 jobs in July, the most since January 2019.
 - The manufacturing industry has added 523,000 jobs since the election.

WAGES CONTINUE TO RISE

- In addition to job growth, Americans are continuing to experience higher wages.
- Wages rose by 3.2% over the prior 12 months, continuing an incredible streak of strong wage growth for American workers.
 - July marked the 12th consecutive month that year-over-year wage gains were above 3%.
- Prior to 2018, nominal hourly wage gains had not reached 3% since April 2009.
- As a result of our tight labor market (there are 1.3 million more jobs openings than unemployed workers), American workers are seeing higher and more competitive wages.

UNEMPLOYMENT REMAINS NEAR RECORD LOW

- While unemployment remains at 3%, it still remains near its lowest point in almost half a century.
 - July marked the 17th consecutive month where the unemployment rate has been at or below 4%.
- The unemployment rate for African-Americans remains at 6%, just over the record low of 5.9% set in May 2018.
- The unemployment rate for Americans with less than a high school diploma edged down to 5.1%, the lowest since the record low achieved in July 2018.
- The labor force participation rate ticked up .1% to 63% in July, showing that the strong economy continues to bring workers off the sidelines and into the labor market.
 - Since the election, there has been an addition of nearly 860,000 prime-age workers (25 to 54 years of age) into the labor market.

REPUBLICAN PARTY OF WISCONSIN

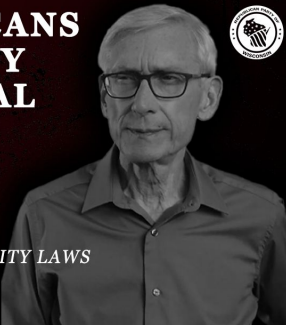
⚙️ COUNTY PARTY TOOLBOX ⚙️

GRAPHICS & SHARE IMAGES


Find graphics to boost your messaging.

STATE REPUBLICANS SLASHED TONY EVERS' LIBERAL WISH LIST:

- ✗ \$1 BILLION IN TAX HIKES
- ✗ ROLLBACK OF ACT 10
- ✗ ATTACK ON ELECTION INTEGRITY LAWS
- ✗ RADICAL FAR-LEFT POLICIES



HAPPY NATIONAL SCHOOL CHOICE WEEK!





58
VP Harris' Milwaukee visit draws mixed reaction

abc 7
State GOP leaders tour southern border, criticize VP Harris for not visiting

AP
VP Harris trip to Wisconsin draws Republican criticism

FOX NEWS
Kamala Harris should have visited border, not Milwaukee, Sen. Johnson and other Wisconsin Republicans say

TONY EVERS' ADMINISTRATION DIDN'T COUNT COVID DEATHS IN LONG-TERM CARE FACILITIES FOR MONTHS





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THANK YOU!