

HOW TO TRAIN SCIENTIFIC STAFF THE ART OF GOOD COMMUNICATION.

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FOR

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Survey Results: Newsworthy?

A local forecast for the next seven days (55% of the total sample would watch with a great deal of interest).

What you can do to protect you and your family from crime (49%).

A forecast that tells you what the weather will be like at different parts of the day ahead (47%).

Stories about violent crimes in the Vancouver area (47%).

Stories about air and water pollution in the Vancouver area (47%).

Newsworthy Topics:

Stories about the impact of global warming (44%).

Stories that track local crime trends (42%).

Holding government officials accountable (41%).

What you can do to go green (40%).

What government officials are doing about social issues —homelessness, poverty, and drug abuse (39%).

What government and businesses are doing about environmental issues (39%).

COMMUNICATING SCIENCE IS “SELLING SCIENCE”



- A GOOD COMMUNICATOR LITERALLY SELLS THEIR SUBJECT WITHOUT REALLY TRYING TO.
- THE MOST IMPORTANT THING IN COMMUNICATION IS TO BE UNDERSTOOD.

IDENTIFY STAFF WITH AN APTITUDE TOWARDS “PRESENTING”



- DON'T FORCE THOSE THAT DON'T WANT TO BE IN THE SPOT LIGHT.
- STAFF WILL OFTEN IDENTIFY THEMSELVES AS BEING INTERESTED.
- REMEMBER - GOOD COMMUNICATORS ARE INHERENTLY GOOD AT PUTTING THEMSELVES FORWARD.

BASIC REQUIREMENTS

- SMART APPEARANCE
- EASE IN FRONT OF AN AUDIENCE
- SOLID UNDERSTANDING OF THE SUBJECT MATTER
- CONVERSATIONAL TONE

CONVERSATIONALLY IS THE WAY TO GO



- REMEMBER THAT YOU WANT TO TELL YOUR STORY IN A CONVERSATIONAL MANNER. DON'T PREACH.
- K.I.S.S.
- KEEP YOUR FACTS STRAIGHT. DON'T LIE. DON'T EMBELLISH.

TRY TO “LOOK THE PART”



- UNLESS IT'S AN EMERGENCY A NMS SPOKES-PERSON SHOULD DRESS THE PART - JEANS AND TEESHIRTS ARE NOT ACCEPTABLE!
- Some basic rules are as follows:

HAIR & CLOTHES.

- HAIR - SHOULD BE NEAT AND TIDY
- CLOTHES (IN REGARDS TO TV..)
 - JACKETS HOLD MIC CLIPS WELL
 - WHITE - IS CONSIDERED "HOT"
 - PATTERNS CAN BE DISTRACTING
 - JEWELRY CAN GLINT TOO MUCH
 - GLASSES - CAN REFLECT LIGHT.

A PICTURE IS WORTH A THOUSAND WORDS..

- NOTE: IF YOU FIND YOURSELF REGULARLY IN THE PUBLIC EYE, REMEMBER THAT YOU ARE USUALLY WORKING IN A VISUAL MEDIUM.



IS THIS A STAGED SHOT?



THIS SHOT WAS STAGED FOR THE PURPOSE OF TRAINING..

- NOTE: IF YOU FIND YOURSELF REGULARLY IN THE PUBLIC EYE, BE WARNED THAT CAMERAS (AND MICROPHONES) ARE CONSIDERED ALWAYS ON.



KNOW YOUR SUBJECT

- FURTHERMORE - KNOW YOUR SUBJECT THOROUGHLY.
- KNOW WHERE TO GET INFORMATION (DEVELOP A NETWORK OF CONTACTS).
- NEVER LIE UNDER INTENSE QUESTIONING.
- DON'T WORRY ABOUT BEING PASSIONATE ABOUT YOUR WORK. "NERDINESS" IS OFTEN PERCEIVED BY THE PUBLIC AS BEING ENDEARING AND HONEST.

WHAT DO YOU SEE?



KEEP ON SMILIN'!!



- POSTURE AND STANCE SPEAK VOLUMES. BE READY FOR YOUR ON-AIR APPEARANCE.
- STAND FRONT AND CENTRE - ALWAYS FACE YOUR AUDIENCE.
- SMILE! DON'T SIMPLY BEAR YOUR TEETH.

LIKE - ER - SPEECH - OK.

- NO “UM’S” & “ER’S” ALLOWED
- KEEP YOUR SENTENCES SHORT
- STAY FOCUSED
- DON’T OVER-EXPLAIN SOMETHING
- BE WARY OF LONG, OVER-RUNNING SENTENCES
- ABOVE ALL ELSE “KEEP IT SIMPLE”

PUNCTUATE YOUR SPEECH.

- *I* DID NOT BREAK THAT DISH.
- .. but some one else did!
- I ***DID NOT*** BREAK THAT DISH.
- .. absolutely, positively did not break it.
- I DID NOT ***BREAK*** THAT DISH.
- .. but I did crack it.
- I DID NOT BREAK ***THAT*** DISH.
- .. however I may have broken another similar dish.
- I DID NOT BREAK THAT ***DISH***.
- .. but I broke the matching cup.

MEDIA TRAINING

- QUITE FRANKLY THIS IS ASPECT OF OUR PROFFESION OFTEN MISSING WITHIN NMS's. IT IS ESSENTIAL THAT A SPOKES-PERSON PRACTICE/LEARN THE SKILL SET REQUIRED TO WORK WITH THE MEDIA.



AS CHAIR OF THE IABM...

International Association of Broadcast Meteorology

The Professional Association representing the world's Broadcast Meteorology Community

BEEN HERE, HEARD IT BEFORE.

- WMO HAS THE FACILITIES TO START RUNNING MEDIA TRAINING IN HOUSE.
- THE IABM IS AN UNTAPPED WILLING RESOURCE.
- THE TIME IS NOW.

FINALLY - THE MESSAGE.

NEVER EVER
UNDERESTIMATE
THE POWER OF THE
PRESS. IT HAS BEEN
MORE BENEFICIAL
TO AL GORE TO
MAKE A MOVIE,
THAN BE
PRESIDENT OF THE
UNITED STATES.

