

## Media training tips: Maximize your media moment

Thomas Isaak

Ifremer - Research Institute for Exploitation of the Sea, PR Communications Officer, Paris / Issy les Moulineaux, France

E-mail: [thomas.isaak@ifremer.fr](mailto:thomas.isaak@ifremer.fr)

Media training is essential for marine science communicators and for marine scientists. This oral presentation will help you get your message across via the media, providing you with the basic skills to effectively deal with the media. If you go to the archives of any commercial television station and pull out footage from a news bulletin from the 1960s and view that footage with a stopwatch, you will find the average length of the quote (known as a sound bite or news grab) from the person being interviewed for the story is around 60 seconds. If you watch commercial television tonight with your stopwatch, and measure each sound bite or news grab, the average length will be seven seconds.

Today's news are quick, slick, fast and tasty, but not very satisfying from the point of view of a marine science specialist. There are three reasons for this shortening of length. Increased competition for our ever diminishing attention spans, increased choice, noise and clutter in our lives, and merging of information and entertainment dressed up as news.

So how do you get your message across about a complex, detailed issue such as marine science through the media in seven seconds? Well, you need to work out your key message and deliver it flawlessly as a media friendly quotable quote. This oral presentation made up of 12 useful presentation minutes is about understanding the journalist's approach, how to construct effective 'sound bites', how to get your message across clearly and how to get most out of your time 'on air'.