



THE CIRCLE OF INFLUENCE

MEDIA MASTERY FOR SENIOR LEADERS – ISC GROUP

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**ISC
GROUP**



MEDIA

INTERNET

TELEVISION

RADIO

NEWSPAPERS

MAGAZINES



YES, AND ... PUT MEDIA AT THE CENTER

EXECUTIVE MESSAGE SYSTEM

- 2-3 core themes to drive through the year
- Proof points – numbers, customers, partnerships, innovations ...
- Sound-bite library
- Discipline – what you will say / what you won't talk about
- Live library

TV, PRINT, RADIO CALLING

- Research – Outlet, journalist, angle, framing, audience, format
- Rules of engagement
- Preparation
 - YOUR MESSAGE
 - Anticipate must-answer questions + pivot
 - Develop ‘block and bridge’ / ‘touch and go’ bites
 - Practice and make messaging your own

ANATOMY OF A MESSAGE: CLEAR, CONCISE, MEMORABLE

- Main point in one sentence
- Add one detail (example, number, scene)
- Finish with a forward-looking line



PODCASTS

THINK TV AND RADIO

- **Long-form structure:**
 - Opening thesis – ‘Most people think X, but the real issue is Y ...’
 - 2 supporting points – ‘because A and B ...’
 - Takeaway / call to action – ‘And if you remember one thing from this conversation it’s that Z.’
- **Dos:**
 - Conversational and more personal ... *with* message discipline
 - Negotiate for a 20-min. slot
- **Don’ts:**
 - Jargon, tangents, drift, long responses (monologue)

TIPS

- **Answer the question we want, not just the question we are asked**
 - *‘The issue isn’t X, it is Y.’ (pivoting)*
- **Verbal signposts**
 - *‘The key point is ... What that means is ...’*
- **‘Because’ is strong**
 - *‘In my opinion,’ ‘maybe’ are weak*

TIPS

- **Handling tough or loaded questions**
 - *‘I hear the concern about ... Here’s what matters most.’ (acknowledgement + redirection)*
- **When we don’t know**
 - *‘I don’t have that information with me, but what I can say is ...’ (bridge to key message)*

STEADY
PERSUASIVE
HUMAN

DON'T TAKE
THE BAIT

- Block (decline): I can't comment on that
- Bridge (acknowledge): What I can say is what we're focused on
- Block (make your point): Our priority is [key message]
- Bridge (connect): And that directly affects [influence/result/reason]
- Block (close): The thing to remember is: [repeat concise takeaway]

CAUTION: ONLY WHERE THERE IS DEEP TRUST – AND GET IT IN WRITING

On the record	Reporter may use direct quotes and identify the source by name and title.
On background / Not for attribution	Reporter may quote the source directly but may not attribute the statements by source or name.
On deep background	Reporter may publish the information using ‘It has been learned that.’
Off the record	Most misunderstood. US State Dept. definition: information cannot be used in any way. Reporters often use it to point the way to other sources or lines of inquiry.



SOCIAL MEDIA

Just like large language models, social media are a source for journalists

Panel recording on YouTube or LinkedIn posts = visibility

TIPS

- Don't become a content factory – Think **quality** and **authority**
- Be strategic – what is it that I want to be known for?
 - A leading authority in your field
 - Subject matter expert
 - Something new (for career changers)
 - Recruiter
 - Champion on an issue
 - Match goals to platform selection
 - Follow company social media guidelines, protocol and branding

Industry
Narrative

Corporate
Narrative

Media
training
(internal
team +
consultant)

Monitor +
Protocols

Experts
list
(pitched
and
passive)

Moments
Public
speaking
Calendar

What do I want to achieve?
One year from now, my media work will have
got me [result, outcome ...]

Themes and Story

Key
messages
per theme,
Stump
speech

Map
messages
to
audiences

Build media
relationships ...
trades, wires,
business TV

Sharpen online
presence (becoming a
resource for media)

Map
audiences to
outlets,
platforms

LinkedIn
YouTube
Podcasts
Substack