



Affiliated Societies Meeting

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Media Mastery – From Trepidation to
Confidence

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Media Mastery

Four “P”s for dealing with the Media

- Prepare
- Present
- Proactive
- Persevere

Prepare

Commonly asked questions which will become your key messages.

For example:

- What is Montessori education in a nutshell?
- I heard it was about letting children do as they please - isn't this a recipe for chaos?
- is it just for bright children/ children with special needs?
- How will children learn academics if they are allowed to do only what they choose?
- What can children gain from being in a Montessori environment (outcomes).
- How do children transition to traditional education.

Prepare

Think about who, why and where

- Who will your audience be?
- The circumstances of the interview.
- Phone, TV, live radio.

Jot down 3 points if you're having a phone interview and ensure you get those points across.

Use media briefings – put them on your website, eg:

- <http://montessori.org.au/media/briefings/index.html>
- <https://www.mariamontessori.org/about-us/for-media/>

Present

- Stay positive.
- Stay with your key messages no matter what the question is.
- After an enquiry, if possible, call them back in 5 minutes.
- For print media, ask to see the final copy before publication.
- Think about who you will be talking to.
- What do you want to convey?
- What do you want your audience to understand about Montessori.
- Do not be critical of any other pedagogy
- Whatever the question – respond with a Montessori principle.
- Always remember you will probably only end up with a sound bite after a possible 2 hour interview so make sure you come back to your key messages – it doesn't matter if you repeat yourself.

Proactive

- Respond quickly – media may find other sources that are not as knowledgeable.
- Develop relationships
- Develop a database of contacts and build on this – get specific names (personal emails).
- Look out for opportunities to contribute.
- Example: David Cameron (UK PM) talking about women in prison having babies – opportunity to talk about Born Inside
- New school opening

Proactive

- Testing
- Homework
- Academics
- Join the public conversation on contemporary educational issues
 - Example - risk taking and co-operative self discovery:

<http://www.smh.com.au/comment/schools-need-to-experiment-in-the-classroom-to-prepare-students-for-the-world-20151111-gkwdt1.html>

Persevere

- Don't be disheartened if you spend hours on preparing and presenting an interview and it isn't used. Depends on what is in the news.
- Media want people who are prepared to say yes and they will follow up at a later date.
- You won't always be aware of the effect that you have had after an interview/printed article.

Interview on Academics

[https://www.youtube.com/watch?
v=OSbubP4SWMQ](https://www.youtube.com/watch?v=OSbubP4SWMQ)

Thank you.

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