

## Your Main Messages & Sound Bite

### Sound Bite

- Is the short piece taken from your interview by the interviewer to be the most important point.
- Make sure the sound bite includes your main points: key message, key facts.
- All roads should lead back to your main message. This is the reason you do an interview.

### Giving your Main Message to Generate a Sound Bite

- Message need to be meaningful to those *receiving* it
- Make your message as concise as possible.
  - ➡ More time? Expand.
  - ➡ Still more time? Colour the response.

### Celebrate BC and Your Neighbours While You Celebrate Yourself.

Make the bigger picture part of your story. Example:

1. We are the first to open a winery-located wine vending machine (you)
2. We are located on Naramata Bench (bigger picture)
3. This is one of the many diverse areas in BC Wine Country (even bigger)

### Draw the Parallel for BC to You & Your Winery

- How are you growing your grapes? What is your visitor experience?
- Can you make one main statement and three points about each of these questions?

## Topline Interview Tips

- Once you know what is asked, make note of your main idea / response and then three supporting points. Your key messages reflect the critical information you want to convey.
- Simplify your info and think of positive ways to relate it.
- Anticipate questions & prepare answers for the toughest questions the reporter could ask.
- Remember to be concise and calm and positive.
- Remember the interview is a professional exchange of information.
- Avoid trade jargon wherever possible.
- Never lie, and never say “no comment”. Do not repeat a reporter’s negative language.
- Always remain professional, cool and avoid becoming emotional. Stay in control.
- Do not respond to “what if” questions – say what is NOW.

### Helpful Bridging Phrases:

- “It’s important to remember...”
- “The key point here is...”
- “What I can tell you is...”
- “A question I’m often asked is...”
- “Let’s talk about what IS happening.”

## Special Situations

### VIP Visitors

- Consider their unique need and knowledge level.
- Consider ‘photo spots’: give them vignettes.
- Give them a great arrival and departure experience.

### Live Chats: Zoom, Facebook Live, etc

- Make sure your connection, light, and sound work. Do a dry run.
- Consider your background and setting.
- Make eye contact by looking at the camera.
- If on a group call, remain engaged and keep your face positive; no ‘RBF’ (if you know, you know).

### Panels, Guided Tastings

- If you are on a televised panel, speak to the interviewer and occasionally directly to the camera.
- When others speak, look at them directly.
- Keep your head up; do not stare into space or shuffle papers.
- Be prepared to be captured for social media. So keep a positive (or at least an engaged) look on your face.

### Dinners

- Present your messaging & talk about wines at the start.
- Be ready to comment on the pairings – tread carefully as there are all sorts in an audience and you want your wine to be accepted by all (i.e. vegans, gluten-free).
- Spit! You want to be on your A game.
- Give the thank you right before dessert – thank venue and guests.

*Need a quick coach before an interview?*

Contact Wine Growers British Columbia

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