

MEDIA TIPS

IT'S NOT ABOUT YOU

Stories are not about every day happenings like planes taking off safely. It's about the one in a million that crashes. Speak from their perspective. Help them understand how what you do impact, benefits or affects them.

REPORTERS ARE STORY TELLERS

A reporter's job is to gather factual, accurate and reliable information, condense that information and present it in an interesting manner. Reporters will not always ask the questions you want them to ask. They ask questions they believe their readers, listeners and viewers would ask.

KNOW WHEN TO STOP TALKING

Media Conversations are **NOT** conversations. Media Interviews should be message driven conversations that help you get your point across and insert that point into an interview even if the reporter doesn't ask you "the right question" to help you along. Long winded explanations, over-explaining, emotional reactions and qualifying are what get spokespeople into trouble.

TALK TO YOUR GRANDMOTHER

Speak simply and conversationally. If the reporter doesn't understand you, then they can't explain it to the reader. Instead of getting frustrated or angry that they didn't take time to understand your business, look at it as an opportunity to share, educate and inform. Explain it to them as if you were talking to your grandmother.

DON'T ASSUME THEY KNOW WHAT YOU KNOW

Reporters are often assigned stories because they were nearby or not busy at the time. Many know a little about a lot, not a lot about a little. What is clear to you might sound

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foreign to them. Make sure they understand what you're talking about. Most want to get it right, but they can't accurately tell a story that they only THINK they understand.

HONESTY IS STILL THE BEST POLICY

Aside from the fact that lying is wrong, unethical and can damage your reputation, it will come back to haunt you. What happens today stays on Google tomorrow.

BE HUMAN

Reporters want to make others feel what they felt, see what they saw, touch what they touched and hear what they heard. Sometimes, how you say something is just as important as what you say.

PLAN AHEAD

Think about the story you want to tell. Map it out. Come up with quick examples, anecdotes, supporting facts and figures, analogies, etc. to help them remember and understand the information. If they can relate to what you are talking about, you will increase attention and retention.

MESSAGE DRIVEN CONVERSATION

Deliver that T-O-T—the one thing that is most important for you to share with their audience as quickly as possible. Then look for opportunities to marry (bridge) messages into the conversation.

Remember, this is about message. It is not your job to keep talking or fill the silence. It's the reporter's job to ask questions. In reality, you are not talking to them; you're talking to their reader. So don't get stuck in that question. And avoid repeating their negative words which could turn into your unintended quotes or sound bites.

I've also added you to the monthly Quick Tip Video e-mail so if you'd like to receive it, please alert your spam filter. Should the need for media, presentation and communications coaching arise, I hope you will call us or recommend our services to others. We specialize in helping speakers of all levels develop and deliver more impactful messages and offer coaching, training, consulting and conference programs to individuals and groups of all sizes.

Thanks again and best of luck moving forward!

KFE, Inc.

Kurt Friedman