

MEDIA QUICK TIPS



We get it. a media interview can be intimidating! But they don't have to be. Follow these media quick tips to ensure your message is delivered effectively. Remember - if you don't tell your story, someone else will. And when someone else tells your story, it certainly won't be the story you want told!

DEVELOP AND ARTICULATE MESSAGES

- Know what you want your audience to know
- Be the expert - know your subject matter
- Be clear and concise
- Be passionate, focused and disciplined
- Repetition creates awareness
- Bridge to your core messages routinely
- Anticipate audience reaction to messages
- Test core messages with trusted stakeholders

ALWAYS

- Maintain eye contact with the interviewer
- Limit facial, hand and body movement
- Remember, you are never "off the record"
- Know and understand the facts
- Be decisive and truthful
- Know and commit to all stakeholders
- Illustrate leadership
- Provide perspective
- Be empathetic and listen
- Identify advocates and use one voice
- Correct misinformation
- Operate in a controlled setting
- Establish your pace
- Be professional and respectful
- Be conversational
- Practice, practice, practice

NEVER

- Speculate
- Be defensive
- Say "no comment"
- Repeat a negative
- Let misinformation stand as fact
- Run away or cover the camera lense
- Lie

ABOUT FALLSTON GROUP

Fallston Group builds, strengthens, and defends reputations, each and every day. Operating at the intersection of leadership, strategy and communications, our experts work to maximize the intangible assets that contribute to as much as 80 percent of an organization's marketplace value. We firmly believe that 'reputation leads to trust and trust leads to valuation' – and by the way, not all currency is financial. Learn more at fallstongroup.com.