

MEDIA SPOKESPERSON TIPS

Establish Control Before The Interview

- Be flexible, but schedule the interview with the Media contact through the Public Relations Rep at a time that is convenient for you, and is timely.
- If pictures are to be taken, wear comfortable clothes, preferably only solid colors.
- If you're nervous, greet the reporter promptly, then excuse yourself to the restroom to check the mirror and to review your key message points.

Control Your Message During The Interview

- Every media contact is an opportunity. Help the media tell your story.
 - Double-check facts with the Public Relations Representative.
 - Anticipate possible questions.
 - Remember and stress your key messages.
- Don't give too much information. It's possible to overstate a point to where the reporter thinks that they are being used. Let them ask the questions. Don't divulge too much and try not to repeat the same message. Refer to your "internal thesaurus" to restate a point but make it sound fresh.
- Use good posture. Sit or stand straight.
- Speak clearly and slowly.
- Avoid "talking with your hands" or gesturing wildly.
- Smile with sincerity.
- Think *facts* as well as *fun*.
- Say the reporter's name in your answer from time to time such as, "John..."
- Tell the truth and don't ever say "no comment."
- Keep all comments simple and direct.
- Tell short stories to make a larger point. Avoid jargon or lingo specific to GCC.
- Never speculate, but be accurate and specific. If you don't know the answer, say so and find out immediately.
- *Relax...* you're in control.

After The Interview

- Shake hands and thank the reporter for his/her interest and time.
- Make sure that the Public Relations Representative gives the reporter a business card to be available for any questions that may come up later. Offer your card if appropriate.



630 E. University Dr.
Granger, IN 46530
574.243.3500
info@gccwired.com