



## COMMUNICATE WITH IMPACT

# TOP TEN MEDIA TIPS

- 1. Focus on your three key messages.**

A three-part pattern can be more memorable. But it's equally important because it forces you to prioritize what's most important.
- 2. Avoid saying 'no comment.'**

Instead, acknowledge the topic and segue: *"That's an area that we're not ready to discuss in detail. But what I can tell you is..."*
- 3. Read the briefing book.**

Be prepared for your interviews. Read the PR team's brief for information on prior interviews and links to recent coverage, or do your own homework.
- 4. Keep jargon to a minimum.**

Some technical terminology may be required. But go light on the acronyms and lingo. You can always dial it up if a reporter wants to get into speeds and feeds.
- 5. Use storytelling.**

Yes, you need your facts and stats. But stories are what bring your message to life. Provide customer examples and paint a picture to make it memorable.
- 6. Be nimble and knowledgeable.**

Know your messaging so well that you can start and respond from anywhere. Beginning, middle, or end. Broad brush or detailed. Side issue to main point.
- 7. Find common ground.**

Identify the intersection of the reporter's goals and yours. They're looking for quotable insights. That can align with your goal to establish thought leadership.
- 8. Don't talk 'off the record'.**

It's generally frowned upon by reporters, and not worth the risk. Either you have something to say, or you don't.
- 9. Take the high road.**

Speak to your competition in general terms, vs. naming specific companies. Differentiate yourself or redefine the playing field. Or, speak to momentum in the category.
- 10. Keep it simple.**

Provide bite-sized information in layman's terms. You can get into more detailed, if asked.

