

Mastering the Media Tip Card Sheet

MASTERING THE MEDIA



"You can't score on defense – you've got to get the ball."

*Roger Ailes, author
and media coach*

Profile Media

- Know journalist's style
- Review the interests, challenges and point of view of the audience

Key Messages

1. Have three critical points you want to make
2. Develop examples to support points

Power Sound Bites

- Think Headlines
Provide "news" items
- Plan quoteable quotes
"silent majority", "ticking time bomb"
- Plan metaphors and analogies
*"A successful quality program is a lot like a diet.
It requires making continuous improvements and
developing good, long term habits."*

Q & A Strategy

- What questions are likely to be asked?
- Write out your answer to each question you are likely to be asked – so that you will better remember your responses
- Bridge from question asked to response you want to give – loop back to key message

Interview Don'ts

1. Avoid industry jargon
2. Don't say "no comment" but rather explain why can't comment and give related information

Interview Dos

1. Be friendly and brief
2. The tougher the question, the shorter the reply
3. Defuse loaded questions. Find way to say "yes."
4. Assume "all" comments are printable
5. On TV
 - Speak with your face.
 - When listening, minimize facial responses
 - Aim for 18 second sound bite

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