



IMPORTANT TIPS TO EFFECTIVELY COMMUNICATE YOUR MESSAGE

- **Keep your message to the point.** Generally, limit yourself to no more than three key message points. The more information you try to relay during an interview, the more likely you'll confuse the reporter or your audience. By limiting your messages, you'll make sure that your key points are included in the story. If you have too many messages, your most important points could be lost.
- **Repeat your key messages throughout the interview.** If you stick only to your key message points, the reporter will have no choice but to include them in his story. Don't just answer their questions, use them as a bridge to the points you want to cover. To get back to the story you want to tell, use transitions like "that's a good question, but remember..." "before we move on, I just want to add..." or "I can't stress enough the importance of..."
- **Be clear and concise.** If a reporter rephrases your comment inaccurately or tries to "put words in your mouth," quickly respond with a clear, concise statement of exactly what you mean. Don't accept unfamiliar facts or figures.
- **Memorize message points, not answers.** Remember what you want to say, not how to say it. If you try to recite your answers from memory, you'll sound phony, scripted and insincere.
- **Do not argue with a reporter.** Don't be afraid to set the record straight or challenge a reporter's wrong assumptions. But remember that you can disagree without becoming disagreeable. State your case calmly and reasonably. Be firm, not combative. And never lose your temper.
- **Be a teacher- help the reporter understand your topic.** By helping a reporter understand your business, industry or campaign, you'll dramatically reduce the chances of a bad or inaccurate story.
- **Use common words, not insider jargon.** To help a reporter and his audience understand your story, speak in their language, not yours.
- **If you don't know the answer to a question, say so.** Don't try to bluff your way through an interview. There's nothing wrong with telling a reporter that you don't know the answer to a question or currently have the information they're seeking.