

MASTERING THE MEDIA WORKBOOK

Foundational thoughts:

1. Information is giving _____. Communication is getting _____.
2. Communication leads to _____.
3. The less people _____ the more they _____.

The Sound Bite

1. A _____ - _____ second statement.
2. Use _____ to direct editors to your chosen sound bite.
3. _____ in advance.

Verbal Highlighters

1. _____
2. _____
3. _____

Four Interview Fallacies

1. I have to know _____.
2. I have to be the _____.
3. A _____ is the end of the world.
4. _____ makes you sound too _____.

Five Blunders - and How to Beat Them!

1. Viewing the media as an _____ to be _____.

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- a. Reporters are trying to _____, just like you.
- b. Treat them like an _____ and they'll wonder what you're _____.
- c. Build a _____ and you'll rarely be surprised by bad _____.

BEAT THE BLUNDER!

- a. See the media as a _____ you can use to your _____.
- b. _____ reporters to see your hard-working teams on the _____.
- c. Know their _____ and help them meet them.

2. Thinking you don't have _____ to talk to reporters.

- a. They will _____ - with or without you.
- b. If you don't make time for them, they won't make _____.
- c. Who would you _____ have tell _____?

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- a. _____ a weekly call to provide updates on important _____.
- b. Program you _____ with _____ info for key reporters.
- c. _____ the press to your road shows or parlor meetings.

3. Feeling _____ to immediately respond to a reporter's question.

- a. You will say something you _____ if you "wing it."
- b. Allowing a reporter to put you on the spot puts them in _____.
- c. Bullying tactics are intended to get you to _____.

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- a. Ask for their _____ and tell them you'll get back to them.
- b. Meet with your _____ and agree on the best _____.
- c. Set the _____ by your measured, _____ communication.

4. Believing that doing a _____ is enough.

- a. Just wait until you do a _____. You won't have to worry about getting press coverage!
- b. _____ can be more powerful than reality to the press (and the public.)
- c. Saying _____ speaks volumes.

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- a. When a project is completed on time and on budget, _____!
- b. Bragging about a job well done boosts _____.
- c. You can never _____ your public or your elected officials about your accomplishments.

5. Letting _____ information stand uncorrected.

- a. People _____ what they read.
- b. _____ information can be worse than _____ information.
- c. A lack of response can communicate _____ or _____.

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- a. Work from the premise that the reporter wants to get it _____.
- b. Set up a meeting with the reporter/editor to review _____.

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c. Write a letter to the editor or an Op-Ed piece; use every bit of your _____ media to tell your story.

Why do reporters misquote people?

1. We don't speak their _____ and the meaning gets bungled.
2. We _____ and the takeaway is difficult to discern.
3. They are _____ and make mistakes.
4. Just because you don't _____ a quote doesn't mean you were misquoted.

THE BOTTOM LINE: Your _____ response, delivered clearly, slowly, and _____ (if necessary) can keep you from being misquoted.

Four Questions You Should Never Answer

1. Those you don't know _____.
2. Those you don't _____.
3. Those better suited to _____.
4. Those that require _____.

Basic Interview Tips

1. Silence is _____.
2. Keep your _____.
3. Don't repeat the _____.
4. You are never " _____."
5. Avoid the copout of " _____."
6. _____ back to your main talking points.

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Bridging: A Tool to Take Back Control of an Interview

1. _____
2. _____
3. _____

Final Words of Wisdom

1. People don't care how much _____ until they know how much _____.
2. Make your communication HOT: _____, _____ and _____.
3. If you tell the _____ you don't have to remember anything.
4. _____ + _____ = ELOQUENCE.