



SPOKESPERSON TIPS

Take Control Of The Story

- Do the advance work: Find out who the reporter is, what outlet and their spin
- Ask the reporter what's their story & who have they talked to?
- Correct their false assumptions with re-framing

Frame the Story

- Tactics vs. Issue – don't tell the media *what* you are doing tell them *why*
- Make sure your sound byte frames the story
- Structure your story: (1) problem (2) solution (3) action
- Speak with the language of values

Not A Conversation

- Don't answer the question – respond!
- Get your message out regardless of what questions the reporter ask

Message Discipline

- Know your message and practice
- Repeat your message
- There is no “*off the record*”

ABC = A.cknowledge the Question B.ridge back to your C.ontent (the message)

Sample Bridges:

- “...I think the important issue”
- “...I think the real point is”
- “...I think the larger question is”
- “...the reason I'm here is”

Be Quotable

- Be a character in the story – establish your connection to the issue
- Frequently the media asks name, age, profession (have a response)
- Sound bytes - U.S. TV average = 5-13 seconds U.S. print average = 5-25 words

The Truth Is On Your Side So Be Accurate

- It's okay to say I don't know the answer to that or I'll get back to you on that...
- Don't say “No comment” – it makes you look guilty
- Do not lie or make stuff up EVER!
- Back up your arguments with facts

Don't Distract from Your Message

- Relax. If you can't, at least try to appear relaxed (Take deep breaths)
- Be Polite but firm
- Use accessible language