



# THE MEDIA ANGLE

Would you ever go into a crucial work presentation without preparation? What about a speech at a wedding or the like? Chances are you would take time to think about what you want to say and how you want to say it. The same principal applies to media opportunities.

## WHY PLAN AHEAD

In Benjamin Franklin's wise words "If you fail to plan you are planning to fail."

It's great advice really. If you don't prepare for media engagements you are more likely to feel you have been misquoted. You won't perform as well as you could in an interview and you risk boring the journalist with convoluted answers to their questions.

Reporters **need** good stories. A good story is full of interesting and punchy quotes or sound-bites. That part of the equation is entirely up to you, so think about it and prepare some.

## A BASIC FIVE POINT PLAN

1. Address the issue the journalist has asked you to comment on. Don't use the interview as an opportunity to push your views on another topic.
2. Tell the truth.
3. Decide what your basic message will be. Break it down into three key points.
4. Think of a couple of good quotes or sound-bites and try them out on a friend or colleague.
5. Have your communications officer do a brief practice interview on you. Although you can never predict all the questions you may get asked, doing a practice interview does help.

For more detailed advice and training contact:

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