



# The Art of Being a FANTASTIC Media Spokesperson

in 4 easy steps  
PLUS 3 bonus tips

## **1. Planning**

- What do you want to achieve?
- What do you want to say?
- What's your solution?

## **2. Your message**

- identify three – 3 – points you wish to make
- know your facts
- what are the fors and against
- anticipate negative questions
- illustrate your point.

## **3. Interview**

- think fast, talk slow
- don't talk to fill a silence
- rehearse your comments – get your three points into three straightforward sentences
- don't be afraid to repeat these statements.



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## 4. Protocol

- Don't argue!
- Don't be late!
- Don't play favourites with reporters
- Don't make off the record comments.

## BONUS TIPS

### BONUS 1

#### DON'T REPEAT NEGATIVE QUESTIONS

Unless you're doing live to air TV or radio, the questions will almost never go to air – so beware of repeating negative questions or statements.

### BONUS 2

#### NO COMMENT

- AVOID 'no comment'

Rather, remember the Dan Rather Rule:

1. Yes I know the answer and this is what it is
2. No, I don't know the answer, but I'll try and find out for you
3. Yes I do know the answer, but I can't tell you for the following reasons . . .

### BONUS 3

#### TIPS FOR TV

- Be aware of body language – don't fold your arms or fidget
- No sunglasses or hats
- Stand if the reporter stands
- Avoid stripes or busy patterns
- Avoid flashy jewellery
- Look at the interviewer, not the camera
- Assume you are on camera at all times.

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