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Public Relations • Marketing • Government Relations

MEDIA TRAINING 101

Ten Consistent Speech Patterns That Reporters Look For
In An Interview

- Bold Action Oriented Words – “Tear Down That Wall.”
- Emotion – Angry and Upset (Although you want to be in control)
- Examples – “This person does...”, “The client did...”
- Attack – Donald Trump does this
- Absolutes – “Always”, “Must”, “Never”
- Clichés – “Time will tell”, “As old as the hills”
- Humor – Can be good if done right, but be careful, as it comes across differently in print
- Rhetorical Question – “Are you better off now than you were four years ago?”
- Analogy – Making a story more understandable; reporters love them
- Pop Culture References – Taylor Swift, Beyoncé, Harry Potter, SNL

For assistance with crisis communications or media/public relations, contact Bryan Brown at (304) 546-5500 or via email at Bryan@BrownComm.com



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Top 10 Things To Do When Preparing For An Interview

- Develop 3 main message points. Do they grab attention, condense complex issues or stimulate a response?
- Think about what you want to say, what the audience wants to hear and what the reporter wants to know.
- Anticipate Tough Questions.
- Have a “Bridge” statement available to get your interview back to your main messages.
- Think About The Medium – If TV or print, do you have the visual elements to tell your story?
- Know The Reporter – What does he/she want to know?
- Dress for the Occasion – Suit and tie or khakis and a golf shirt? Depends on the situation.
- Inform Your Superior or Communications staff about the interview.
- If the reporter called you, ask him/her for the story’s angle; not the questions.
- Practice delivering your message points!

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The logo for Brown Communications, LLC features a stylized, golden 'B' and 'C' intertwined within a circular frame.

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Top Ten Things **NOT** To Do During an Interview

- Ask the reporter for his questions ahead of time. You can ask for the general angle/topic of the story.
- Say: "No comment." If you can't answer the question, tell them why and when you'll be able to answer the question.
- Don't lie or mislead – reporters are like elephants, they remember
- Don't assume a reporter knows your topic. If it's important to the story, make sure the reporter knows.
- Don't tell the reporter everything....stick to your main message points. The more you tell, the more the reporter has to report.
- Don't argue or get emotional with reporters unless it's the last resort.
- Don't avoid a reporter's inquiry.
- Don't fake it. If you don't know the answer, say so.
- Don't say it if you don't mean it. The microphone is always on!
- Don't give complex answers.

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Bridging Statements

- “Let’s not lose sight of the key issue here....”
- “That’s an interesting question, and to put it in perspective....”
- “I’m glad you asked that question because that brings me to an interesting point...”
- “The underlying question really is...”
- “However, the real issue here is...”
- “Before we leave the subject, let me know just say this...”
- “What’s important to remember here is...”
- “I’ll get to that question in a moment, but let me start by saying...”
- “If we take a broader perspective...”
- “What matters most in this situation is...”
- “I recognize you’re really concerned about this, but...”
- “This is the first time I’ve heard this...”

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