

# IMPACT!



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Call us.  
Begin to  
make an  
IMPACT!  
today.

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*“Linking Companies to their Communities”*



## Media Tips I

“Meeting the Press” isn’t scary, if you are prepared and keep these few simple things in mind.

### Press Conferences

Beforehand:

- Memorize important messages to be repeated.
- Anticipate questions and prepare responses.
- Practice your speech in front of a mirror, so that you “see” what others will see.
- Perform a dry run using ALL equipment.
- Create hand-out materials.

At conference:

- Arrive an hour early to check room layout.
- Perform dry run of slides to ensure they are clearly focused and viewable by all.
- Make sure mic is on and everyone can hear.
- Stand erect and direct voice toward audience.
- Speak loudly, slowly, and distinctly.
- Establish eye contact (or appear to do so) with audience from time to time.
- Stay within the allotted presentation time.
- Remain friendly, cool-headed, and confident.
- Answer questions succinctly and clearly.
- Remember that you do not always have to know, **or tell**, everything. You can say "I will have to check that out for you—please see me after the meeting.."
- Avoid allowing one person to dominate the questions.

### Newspaper Interviews

Beforehand: (same as press conference tips, plus)

- Ask for the questions they intend on asking.
- Set a time limit in advance.

During the interview:

- Begin the interview by summarizing your major points in a quotable statement.
- Try to maintain control of the interview. Don't let reporter wear you down.
- Don't let your guard down, so that you say something you wish you hadn't.
- NEVER speak "off the record."

Print reporters may repeat questions in different ways to gain information you may not want to give. Don't answer inappropriate questions; simply say it is "not an appropriate topic for me to address at this time," or "it's proprietary" for example.

**Remember, the interview lasts as long as a reporter is speaking with you.**

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Let **IMPACT!**  
help craft your Media Messages

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IMPACT! strategically places feature articles and announcements of company news, products and services in targeted media and creates written materials that increases your credibility and builds your organization's identity.

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