

IMPACT!



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Call us.
Begin to
make an
IMPACT!
today.

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“Linking Companies to their Communities”



Media Tips II

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

Preparing for Broadcast Interviews

Beforehand:

- Prepare a "talking paper" on primary points you want to cover.
- Memorize important messages to be repeated.
- Anticipate questions and prepare responses.
- Practice answering questions in front of a mirror, so that you “see” what others will see.
- Know who will be interviewing you.
- Determine how much time is available.
- Ask for the questions they intend on asking.

Tips On Appearance:

- Avoid wide stripes, checks, or small patterns.
- Grey, brown, or blue suits or dresses are best.
- Grey, light-blue, off-white or pastel shirts are best.
- If makeup is offered, use it.

At the interview:

Avoid these traps:

- Don't fall for that "A or B" dilemma.
- Don't accept "what if" questions.
- Don't accept "laundry list" questions.
- Don't go off the record.
- Don't think you have to answer every question.
- Don't speak for someone else.

What to do:

- Cover controversial areas ahead of time.
- Be specific. Be direct. Stay cool. Smile.
- Be enthusiastic, animated, and friendly.
- Listen more, talk less.
- If you don't have the answer, admit it and move on.
- Talk "over " lavalier microphone.
- Sit far back in the chair, back erect, but lean forward to appear enthusiastic.
- Use your hands. But remember: The camera will frame your face, so use high hand gestures.
- Keep your eyes on interviewer, not on the camera.

Audiences often remember impressions, and not necessarily the facts.

After The Interview

- Send a thank you note, but do not send gifts to reporters. It is considered unethical for them to accept them.
- Request a copy of the broadcast show tape.

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For more Media tips
or for Media Coaching

843-821-3283

Make an IMPACT! in 2006

*Make an IMPACT! with
"Customized Communications"*

IMPACT! designs polished, professional external and internal communication pieces. Our staff also creates professional, efficient and effective presentations tailored to your target market that sets you apart from your competition.

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"Messages that Matter"*

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.

*Understand how to better
IMPACT! your customers*

IMPACT! facilitates surveys and evaluations and compiles results in comprehensive reports that allow you to better tailor your services and products to meet the individualized expectations of your target audience.

IMPACT! Inc. creates opportunities that link clients to their communities through comprehensive public relations strategies and customized corporate communications.