

## Foundational thoughts:

1. Information is giving \_\_\_\_\_. Communication is getting \_\_\_\_\_.
2. Communication leads to \_\_\_\_\_.
3. The less people \_\_\_\_\_ the more they \_\_\_\_\_.

## The Sound Bite

- A \_\_\_\_\_ - \_\_\_\_\_ second statement.
- Use \_\_\_\_\_ to direct editors to your chosen sound bite.
- \_\_\_\_\_ in advance.

## Verbal Highlighters

1.  
\_\_\_\_\_  
—
2.  
\_\_\_\_\_  
—
3.  
\_\_\_\_\_  
—

## Five Blunders - and How to Beat Them!

1. Viewing the media as an \_\_\_\_\_ to be

\_\_\_\_\_.

- a. Reporters are trying to \_\_\_\_\_, just like you.
- b. Treat them like an \_\_\_\_\_ and they'll wonder what you're \_\_\_\_\_.
- c. Build a \_\_\_\_\_ and you'll rarely be surprised by bad \_\_\_\_\_.

**BEAT THE BLUNDER!**

- a. See the media as a \_\_\_\_\_ you can use to your \_\_\_\_\_.
- b. \_\_\_\_\_ reporters to see your hard-working teams on the \_\_\_\_\_.
- c. Know their \_\_\_\_\_ and help them meet them.

**2. Thinking you don't have \_\_\_\_\_ to talk to reporters.**

- a. They will \_\_\_\_\_ - with or without you.
- b. If you don't make time for them, they won't make \_\_\_\_\_.
- c. Who would you \_\_\_\_\_ have tell \_\_\_\_\_?

**BEAT THE BLUNDER!**

- a. \_\_\_\_\_ a weekly call to provide updates on important \_\_\_\_\_.
- b. Program you \_\_\_\_\_ with \_\_\_\_\_ info for key reporters.
- c. \_\_\_\_\_ the press to your road shows or parlor meetings.

**3. Feeling \_\_\_\_\_ to immediately respond to a reporter's question.**

- a. You will say something you \_\_\_\_\_ if you "wing it."
- b. Allowing a reporter to put you on the spot puts them in \_\_\_\_\_.
- c. Bullying tactics are intended to get you to \_\_\_\_\_.

**BEAT THE BLUNDER!**

- a. Ask for their \_\_\_\_\_ and tell them you'll get back to them.
- b. Meet with your \_\_\_\_\_ and agree on \_\_\_\_\_ the best \_\_\_\_\_.
- c. Set the \_\_\_\_\_ by your measured, \_\_\_\_\_ communication.

**4. Believing that doing a \_\_\_\_\_ is enough.**

- a. Just wait until you do a \_\_\_\_\_. You won't have to \_\_\_\_\_ worry about getting press coverage!
- b. \_\_\_\_\_ can be more powerful than reality to the \_\_\_\_\_ press (and the public.)
- c. Saying \_\_\_\_\_ speaks volumes.

**BEAT THE BLUNDER!**

- a. When a project is completed on time and on budget, \_\_\_\_\_!
- b. Bragging about a job well done boosts \_\_\_\_\_.
- c. You can never \_\_\_\_\_ your public or your elected officials about your accomplishments.

**5. Letting \_\_\_\_\_ information stand uncorrected.**

- a. People \_\_\_\_\_ what they read.
- b. \_\_\_\_\_ information can be worse than \_\_\_\_\_ information.
- c. A lack of response can communicate \_\_\_\_\_ or \_\_\_\_\_.

**BEAT THE BLUNDER!**

- a. Work from the premise that the reporter wants to get it \_\_\_\_\_.
- b. Set up a meeting with the reporter/editor to review \_\_\_\_\_.
- c. Write a letter to the editor or an Op-Ed piece; use every bit of your \_\_\_\_\_ media to tell your story.

**THE BOTTOM LINE:** Your \_\_\_\_\_ response, delivered clearly, slowly, and \_\_\_\_\_ (if necessary) can keep you from being misquoted.

**Four Questions You Should Never Answer**

- 1. Those you don't know \_\_\_\_\_.
- 2. Those you don't \_\_\_\_\_.
- 3. Those better suited to \_\_\_\_\_.
- 4. Those that require \_\_\_\_\_.

**Basic Interview Tips**

- 1. Silence is \_\_\_\_\_.

2. Keep your \_\_\_\_\_.
3. Don't repeat the \_\_\_\_\_.
4. You are never " \_\_\_\_\_."
5. Avoid the copout of " \_\_\_\_\_."
6. \_\_\_\_\_ back to your main talking points.

### **Final Words of Wisdom**

1. People don't care how much \_\_\_\_\_ until they know how much \_\_\_\_\_.
2. Make your communication HOT: \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_.
3. If you tell the \_\_\_\_\_ you don't have to remember anything.
4. \_\_\_\_\_ + \_\_\_\_\_ = ELOQUENCE.