

Sell and...

SELL

1. Study target publications and broadcasters
2. Figure out their stance on educational, community, and social issues
3. Cultivate *individual* reporters whose beats match your interests. Don't forget the city edition for "local hero" stories
4. Prepare separate campaigns for different kinds of media
5. Target reporters/outlets with *specific story* ideas
6. Provide news releases based on solid research
7. Offer names, phone numbers of experts for interviews
8. Establish regular contact with editorial boards, or senior managers
9. Constantly inform reporters and senior staff about your endeavours
10. Establish yourself as a reliable and available source, full of *story ideas*

Defend

Story, Story, Story
Journalists love to tell a good story. The best stories are about real people. YOU know people. Share their stories

DEFEND

1. *Anticipate* bad publicity through regular staff meetings
2. *Research* problems thoroughly
3. Stall media if need be while you *prepare* a response but...
4. ...remind them of your *good source* status
5. Promise frank cooperation when ready – then *deliver*
6. Prepare your defence, develop *your agenda*

Improve your image with the media

7. Be forthright but insist on getting across *your focus* and *context*
8. Stay cool, *listen* intently, identify loaded questions, and point out their errors or assumptions—but move swiftly on to *your message*
9. Watch your *body language*, it tells a reporter more than you think
10. Don't answer more than you must, *never expose new areas* for probing
11. Remember *your roadmap*, try to finish *your* journey

• **Your focus**
• **Your message**
• **Your roadmap**
=
Successful interview

**Chances are, you're
always "on the record"
...so say anything you
like if you don't mind
seeing it in print or
hearing it on the air**

Sell and Defend: Improve Your Image with the Media

*Every media outing is an
opportunity to sell
your message*

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