



Publicity Cheat Sheet

BEFORE LANDING THE INTERVIEW

Hone your message. Practice, practice, practice so that you can easily say what it is you do, how and why you do it, and how it is helpful to others.

Be succinct.

Have a great hook. Remember that media folks are being pitched story and segment ideas over and over again. Chances are very good they have covered your topic many times, so how can you position yourself and grab their attention in a unique and different way? A media darling stands out.

Create sound bites. Sound bites are short, pithy and very memorable phrases or summary statements that quickly make a point. Even long after the interview, a sound bite can stay with someone. Example: "When it comes to relationships, perfection = pure fiction."

What are your top three key messages? Burn them into your brain. These are the talking points that you will get across in any interview no matter what -- even if the interview is only four minutes long. For longer opportunities, have more key messages. Try to have a story example for each key point.

Get media training. Whenever you see or hear someone deliver a great interview, you can bet they've practiced. Media training will help you get clear on your key messages and deliver them like a pro. Being in front of the camera is like sitting on the hot seat. You want to come across as relaxed, confident, and as a credible professional.

Be ahead of the news and be available. If you're a media darling, media comes to you for your unique perspective on a story.

Be easy to work with. Be friendly. If for some reason an interview gets cancelled, be gracious. They will try to reschedule. If media has a cancellation and they call you to pinch hit, do your best to help out and say, "YES!"

CONGRATULATIONS! YOU'VE LANDED THE INTERVIEW. NOW WHAT?!

This is the most important time to be available for the media person. She or he will have questions. They may need photos or other pieces to get the story done. They may look



to you to recommend someone else to quote for the story. Be ready. Be helpful. Respond quickly to email.

DURING THE INTERVIEW

Be pleasant. If you're on camera, lean forward so that you look interested. Remain aware that the mutual objective is to provide an informative and entraining show for the audience. If it's print, focus on delivering your best material in a succinct way.

Never abuse your position by turning your performance into a sales pitch.

Localize your answers by relating any information to specific events relevant to the audience.

Speak in a clear articulate voice.

Recognize the time allotted for your interview and adjust the length of your answers accordingly.

For print, it's OK to pause in the middle of the interview and ask the journalist if you are giving them what they need, or if there is another direction they want you to focus on.

AFTER THE INTERVIEW

When finished, make yourself available to the journalist for any additional questions that may come up.

Ask if they want any photos or graphics from you.

Ask now if they have any idea when the piece will run, rather than sending email later asking about it.

If it's an in-studio interview, promptly move off the set to assure continuity for the next guest.

The fact that you take this advice to heart will set you up nicely to be a Media Darling. (Book and online Media Darling program is coming soon.)



Learn more about becoming a Media Darling
[Click Here.](#)

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