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## Basic Communication Principles

1. I will not be a slave to the question.
2. I will express my agenda, not the reporters.
3. I will block and bridge.
4. I will prepare mini-messages.

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## Basic Communication Principles

1. Don't be a slave to the question.
2. Take the essence of the question and turn it into an improved answer.
3. Your job is to express your agenda, not the reporters.
4. You can't say that is the dumbest question I have ever heard.

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## Use These Phrases To Block And Bridge

1. Let me give you another perspective.
2. There is another way to look at this.
3. There is a more positive way to look at this; let me talk about some of those aspects.
4. Let's talk solutions, not problems.
5. I have a problem here. Let me tell you what I am doing to correct it.
6. Let's look at the bigger picture.
7. That's a good question, but before I answer it, let me give you some background that will put my answer into perspective.

4

## Stay On Message!

- Know your mini messages.
- Write them down.
- Keep them simple
- Refine and rehearse.
- On message good! Off message very bad!

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## The News Media

- More than 1/2 of money generated from TV comes from local news.
- Twice as many people watch local news as national news.
- Only 1 in 5 adults read the newspaper daily.

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## The News Media

- First rather than factual.
- There must be sensational action in the first 25 seconds of TV news.
- Most reporters start on the premise there is something wrong.
- The media covers conflict - not issues.

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## Four Instant Lessons Of Appearing on TV

1. Name
2. Organization
3. What you said
4. Like you

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## Four Instant Lessons Of Appearing on TV

1. No one will remember your name.
2. A few will remember part of what you said.
3. Some will remember your organization.
4. 87% can tell you whether they like you.

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## Speak With Compassion First

1. Acknowledge. Care. Respond.
2. Talk from your heart.
3. We accept ideas from people we like; reject them from those we don't.