

## **Print**

1. During phone interviews, have your three-point message plus sound bites typed out and in front of you.
2. If you have to wonder how your interview turned out or how you will be quoted, you did not prepare adequately for your interview.
3. Facts and figures will not get you quoted. Reporters can write facts and figures without quoting you.
4. You are not a reporter's personal Librarian of Congress; you don't need to provide facts for hours at a time to reporters.
5. You wouldn't send out a press release you dictated in 5 minutes without editing, reviewing, spell checking or revising, so don't send out your words to a reporter with rehearsing. Tape your message in an audio recorder and then listen to it. Edit yourself in advance.
6. Assume everything you say is on the record unless you have a very specific agreement otherwise. If the pencils and recorders have been put away and you are walking the reporter to the door, anything interesting you say can be used in the story.
7. Regularly read the publications you want to be quoted in.
8. If you hear a reporter typing when you are saying one of your sound bites, slow down and let the reporter catch up. Then say it again.
9. If you were misquoted (it does happen occasionally), it was probably due to you not giving the reporter a great quote during the interview.
10. People who consistently prepare message points and sound bites never have to complain about being misquoted.
11. Get the clips of stories when reporters interviewed you.
12. Analyze your quotes.
13. Make sure you understand what sound bite elements your quotes contained and why they were used.
14. If you like your quotes, reuse them again and again if they meet your message.
15. It is more important to communicate your message than it is to be original.
16. If you were interviewed but were not quoted, resist the temptation of throwing the paper and magazine in the trash and cursing.
17. Instead, carefully analyze the quotes that were used and then try to figure out how you could have crafted better quotes for the reporter.
18. Sarcasm doesn't work in print.

19. Don't ever make a print reporter wait for you while you talk to a TV reporter - print people are very jealous of their on-air competitors.
20. Don't get too comfortable and relaxed around print reporters. Just because they aren't as dressed up and as polished as TV reporters doesn't mean they don't have as much power to help or hurt you.
21. Print reporters get tired of always being scooped by TV and radio reporters. Occasionally you need to give print reporters exclusives so that they aren't scooped by their broadcast competitors.
22. Read as many stories as you can written previously by the reporter who is about to interview you.
23. Make sure the person requesting an interview from you is a real journalist - it could be a prankster or someone trying to collect on a bill.