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In my 20 plus years of media training I have found that most executives and spokespeople are under-promotional. That is because they fill their sentences with “we” and “us” and “our company” throughout their interviews. The problem is that no one in the audience knows who “we,” “us” or “the company” is.

However, every so often someone will go too far in the other direction attempting to mention the name of product, company or book in every sentence. This can cause problems, especially in media situations where editors and producers can judge you before they decide to do an interview with you.

Take the instance of a satellite media tour. In this situation, a spokesperson is booked to do back-to-back local TV interviews all over the country—all within a several hour block from a TV studio with remote satellite capabilities. So an author might be interviewed on the ABC station in Dallas from 7:35 to 7:40 AM, then the NBC station in Los Angeles from 7:45-7:52 AM, and so on, finishing with the CBS station in Cleveland at 3:10 PM for the 20th interview of the day.

What the spokesperson might not know is that the producers, journalists and editors in Cleveland can watch the Los Angeles interview earlier in the day and then change their mind on conducting the interview. And if they decide you are too promotional, you are out of luck—there is nothing you can do.

One top pr representative at a major pharmaceutical company told me the following:

“We had a paid spokesperson doing a satellite media tour to talk about a new over-the-counter product we were launching. She was a great spokesperson—very passionate. But it turns out she was a little too gung-ho. She mentioned the name of the product three times in the first 30 seconds during the first two interviews of the day. Some of the producers from stations we were booked for later in the day were watching and weren’t pleased. They called and canceled on the spot. They told us point-blank that our spokesperson was too promotional and would not be allowed on their airwaves.”

Don’t let this happen to you. Yes, you must be positive, enthusiastic and upbeat, but don’t ruin a great message and a solid messenger performance by blatantly promoting your name brand too often during an interview.

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