



The Thirteen Commandments for Talking to the Media

- 1) Know what you want to say before the interview.
- 2) Stay on message.
- 3) Remember to speak to your audience, not the reporter.
- 4) Speak slowly and concisely.
- 5) Answer in “sound bites.”
- 6) Never say “No comment.”
- 7) Always tell the truth.
- 8) Don’t be afraid to say, “I don’t know.”
- 9) Do not exaggerate or speculate.
- 10) Be direct, not evasive.
- 11) Don’t be defensive, argue or lose your composure.
- 12) If you say it, expect to see it in print!
- 13) Mention the name of your organization frequently.

www.brody-pr.com / joanna@brody-pr.com / (310) 430-0292
<https://www.linkedin.com/in/joannabrodypr/>