

## GENERAL TIPS

*Publicity is a great way to spread the word about your organization, but it can also be overwhelming. Use these tips to prepare.*

- Practice, relax and arrive early
- Create notecards with three main points
- Be prepared with facts and figures
- Be honest, and do not speculate
- Never say “no comment,” say “I can’t speak to that but I will check and get back with you”
- Keep promises to get facts if you don’t have them and be responsive and understanding of deadlines
- Always thank the interviewer for the opportunity
- Do not speak for someone else
- Be positive
- Remember you are not obligated to answer a question directly
- Keep in mind “off the record” is never really off the record
- Know your audience, it is best to talk at a sixth grade level



At Gambel Communications, we believe that great marketing is in the connections. Gambel Communications is recognized for producing fresh, innovative ideas and exceeding expectations through a strategic approach, high standards, excellent quality of work and strong relationships. We strive to be the “go to agency” of the region, representing some of the area’s most iconic brands.

Gambel Communications  
204 Metairie Rd Suite C,  
Metairie, LA 70005  
(504) 324-4242 [gambelpr.com](http://gambelpr.com)



## RADIO

- Speak clearly; avoid using the words “um” and/or “like”
- Be aware of your voice level, and speak clearly into the microphone
- Use notes if needed, and hold them up instead of looking down
- Remember that messages must be short and simple; stick to three main points
- Speak in sound bites, using memorable quotes
- Ask if the show is taped, live or “taped as live”
- Understand that radio stations tailor programming to specific audiences

### THE “KEY TO BEING QUOTED” INVOLVES:

- **Planning and practicing quotes before the interview**
- **Plan your quotes so they are short and easy to understand**
- **Cover the “who, what, when, where, why, and how” concisely**



## TV

- Assume the camera is always rolling and the microphone is always recording
- Keep proper body language in mind and project enthusiasm for your message
- KISS- Keep It Short and Simple
- Speak slowly and don’t use acronyms
- Look at the interviewer, not the camera
- Bring visuals as appropriate to add to your message
- Find out how long the interview will be and pace your responses

### DRESSING FOR TV:

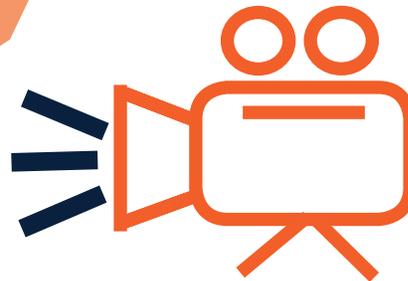
- **Dress for the location to look authentic**
- **Wear company logo when possible**
- **Avoid large patterns and jewelry**
- **Wear primary colors**

### IN A TV STUDIO:

- **Wear business attire and avoid green**
- **Unbutton your jacket - this makes you look open and approachable**

### ON LOCATION:

- **Dress appropriately for the location (e.g. jeans for an outdoor service project)**
- **Find a suitable backdrop for the interview**



## PRINT

- Remember print publications have more space to explain complex stories
- Prepare longer talking points to reference
- Promise to provide requested info and follow through
- Make a note of the journalist’s name and contact information
- Ask if the interview is taped, in person or on the phone
- Always ask for embargoes in writing
- Find out when the story will run
- Leverage the story through social media and other communication platforms

### PRINT REPORTERS MAY:

- **Conduct long interviews**
- **Ask more questions**
- **Delve deeper into the story**
- **Provide follow-up opportunities**

