

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.

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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:

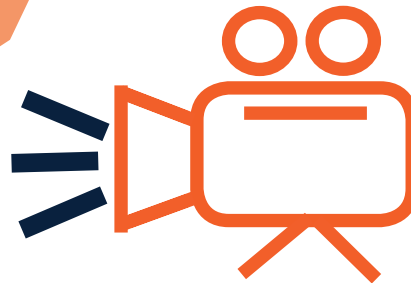
- **Dress for the location to look authentic**
- **Wear company logo when possible**
- **Avoid large patterns and jewelry**
- **Wear primary colors**

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**

