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Media Coaching:

Secrets of Successful PR



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OVERVIEW

KEEP THESE TIPS IN MIND AS YOU HEAD INTO YOUR MEDIA INTERVIEWS

- CONVEY A POSITIVE IMPRESSION IN THE FIRST 7 SECONDS
- ESTABLISH A RAPPORT WITH THE INTERVIEWER AND GAIN BUY-IN
- SELL YOURSELF, YOUR MESSAGE AND YOUR CAUSE WITH GRACE AND SUBTLETY
- USE STORIES TO ILLUSTRATE THEMES
- HANDLE "DIFFICULT" PEOPLE WITH QUIET KINDNESS - DO NOT PATRONIZE!
- BE PERCEIVED AS AN EXPERT OR POISED PROFESSIONAL BY BEING FAMILIAR WITH THE MATERIAL
- BE WELL-PREPARED
- COMMUNICATE CONFIDENCE
- USE YOUR NATURAL ABILITIES TO THEIR FULLEST

RADIO INTERVIEW

- CREATE VIVID WORD PICTURES WITH DYNAMIC WORD CHOICES
- TELL STORIES
- QUOTE FROM MEMORY
- COMMUNICATE SUCCINCTLY
- ELIMINATE NON-WORDS
- DEVELOP A STRONG VOICE THROUGH OPENNESS, INFLECTION, TONE, SPEED AND ARTICULATION

PRINT INTERVIEW

- YOU ARE ALWAYS ON THE RECORD
- THE REPORTER IS NOT YOUR THERAPIST
- DON'T BEG
- ASK TO VERIFY YOUR QUOTES
- REQUEST YOUR CONTACT INFORMATION BE INCLUDED

- INVITE THE REPORTER TO CALL YOU BACK IF HE/SHE HAS ANY ADDITIONAL QUESTIONS

TV INTERVIEW

- BE AWARE OF YOUR NON-VERBAL BODY LANGUAGE
- ANALYZE YOUR MOVEMENTS AND FACIAL EXPRESSIONS
- BEWARE OF DISTRACTIONS
- SPEAK FROM YOUR DIAPHRAGM WITH AUTHORITY
- SPEAK IN SOUND-BYTES

SECRETS OF THE RADIO INTERVIEW

1. CREATE VIVID WORD PICTURES.

"THE MOST IMPRESSIVE MIGRATOR IS A LITTLE TINY BIRD CALLED THE BLACK POLE WARBLER. IT WEIGHS LESS THAN ONE-HALF AN OUNCE. YOU CAN MAIL TWO OF THESE THINGS ANYWHERE IN THE U.S. FOR A 33-CENT STAMP. IT'S ABOUT FOUR INCHES AND OF COURSE MOST OF THAT IS FEATHERS," EXPLAINED NATURE EXPERT SCOTT WIEDENSAUL. ISN'T THAT A GREAT DESCRIPTION? BOTH SIMPLE AND CONCRETE YOU GET A REAL VISCERAL SENSE OF THE SIZE OF THIS BIRD.

2. TELL STORIES, STORIES AND MORE STORIES.

PEOPLE REMEMBER STORIES. IF THERE'S ONE THING AND ONE THING ONLY YOU LEARN FROM BEING ON RADIO IT IS TO TELL STORIES. RADIO IS AN IDEAL MEDIUM FOR STORYTELLING. YOUR LISTENERS ARE TUNED INTO THE PURITY OF YOUR VOICE. THEY DON'T HAVE ANY OTHER DISTRACTION SO THEY ACTUALLY FOCUS IN ON YOUR WORDS, TONE, EXPRESSION.

3. QUOTE FROM MEMORY.

WRITE DOWN WHAT YOU WANT TO SAY AND RANK YOUR REMARKS IN ORDER OF PRIORITY. TRY TO THINK VISUALLY WHEN YOU DO THIS. GIVE THE AUDIENCE AN AUDITORY SAMPLE THAT THEY CAN TAKE HOME WITH THEM. REMEMBER MOMENTS IN YOUR TRIP THAT PEOPLE WILL WANT TO HEAR ABOUT OR THAT YOU WILL WANT TO SHARE. WRITE THOSE MOMENTS DOWN, AND THEN RANK THEM LATER.

4. COMMUNICATE SUCCINCTLY.

FINE TUNE YOUR LANGUAGE TO ELIMINATE ANY UNDERMINING WORDS, STATEMENTS, OR TONE. WHILE THEY MAY HANG ON YOUR EVERY WORD, THEY CAN GET HUNG UP ON EVERY "UH." WORK TO ELIMINATE ANY NON-WORDS FROM YOUR CONVERSATION.

SECRETS OF THE PRINT INTERVIEW

1. REMEMBER YOU'RE ALWAYS ON THE RECORD.

EVEN WHEN THE TAPE IS OFF, EVEN WHEN THE REPORTER HAS PUT AWAY HIS PAD, EVEN WHEN IT LOOKS LIKE THE REPORTER THINKS YOU WALK ON WATER, YOU ARE ON THE RECORD.

2. THE REPORTER IS NOT YOUR THERAPIST.

THIS IS NOT THE TIME TO DISCUSS YOUR INNERMOST THOUGHTS OR YOUR SECRET DESIRES. IT'S SEDUCTIVE TO KNOW THAT A PERSON FINDS YOU FASCINATING. WHILE YOU'RE NOT PAYING A REPORTER, THEIR JOB IS SIMILAR TO A THERAPIST'S IN THAT THEY ARE SKILLED LISTENERS. THE REPORTER IS THERE TO DO ONE THING-GET A GOOD STORY. IF YOU DON'T WANT TO SEE IT IN PRINT, DON'T LET THOSE PRECIOUS WORDS LEAVE YOUR LIPS. PERIOD.

3. DON'T BEG.

YOU ARE THERE BECAUSE YOU HAVE VALUABLE INFORMATION TO IMPART. MUCH AS SOME REPORTERS PRETEND THEY DON'T NEED YOU, YOU'RE A CRITICAL PART OF THEIR JOB. FOCUS ON THEIR QUESTIONS AND YOUR MESSAGE AND YOU'LL MAKE A GOOD INTERVIEW.

4. ASK TO VERIFY YOUR QUOTES.

TO AVOID PROBLEMS, PREPARE YOUR SOUNDBITES AND REPEAT THEM TO YOURSELF. THEN, AT THE CONCLUSION OF THE INTERVIEW, ASK THE REPORTER TO READ YOUR QUOTES BACK TO YOU SO YOU CAN CORRECT ANY INACCURACIES. REALIZE THOUGH, THAT IF YOU'RE NOT PLEASED WITH WHAT YOU'VE SAID, THE REPORTER IS UNDER NO OBLIGATION TO LET YOU TRY AGAIN. ONE WAY THEY WILL CHANGE YOUR FAUX-PAS IS IF YOU CAN THINK OF SOMETHING WELL WORTH QUOTING THAT SOUNDS BETTER. IN THAT CASE, THEY WILL BE INCLINED TO USE THE CLEARER, SASSIER QUOTE. VERIFYING YOUR QUOTES WILL HELP REPORTERS RESIST THE TEMPTATION TO CONDENSE WHAT YOU SAY WHILE TRYING TO KEEP THE SPIRIT INTACT.

5. REQUEST YOUR CONTACT INFORMATION BE INCLUDED.

BE VERY CLEAR ON HOW YOU WOULD LIKE TO BE IDENTIFIED AND CONTACTED. GIVE THE REPORTER THE CORRECT SPELLING OF YOUR NAME, TITLE, BUSINESS, PHONE NUMBER, URL AND ANY OTHER RELEVANT INFORMATION. ASK FOR WHAT YOU WANT. THINK ABOUT WHAT WILL BRING YOU THE MAXIMUM AMOUNT OF EXPOSURE OR WHATEVER IT IS YOU DESIRE AND ASK TO HAVE THOSE THINGS LISTED FIRST. IF YOUR 800# OR WEBSITE IS BEST, REQUEST THEY BE INCLUDED.

6. INVITE THE REPORTER TO CALL YOU BACK WITH ADDITIONAL QUESTIONS.

ONCE A REPORTER GETS BACK TO HIS DESK HE MAY FIND THAT HE FORGOT SOMETHING HE WISHED HE HAD ASKED-BUT MAY NOT WANT TO SEEM UNPROFESSIONAL OR NEGLIGENT AND SO MIGHT

PREFER TO LEAVE SOMETHING OUT RATHER THAN KEEP IT IN ERROR. ANOTHER REPORTER MAY BE UNABLE TO UNDERSTAND YOUR CONCEPTS, OR IS BRAND NEW AND DOESN'T KNOW THE ROPES. TO COVER ALL TYPES OF REPORTERS, ASK IF YOU MAY CALL THE REPORTER BACK IN THE EVENT THAT YOU THINK OF SOMETHING YOU'D LIKE TO ADD. THIS IS A GREAT WAY TO INSURE ACCURACY, SAVE FACE AND MAINTAIN CONTROL OVER YOUR STORY.

SECRETS OF THE TV INTERVIEW

1. BE AWARE OF YOUR NON-VERBAL BODY LANGUAGE

ALL TOO OFTEN PEOPLE CONVEY MORE WITH THEIR HANDS OR ARMS THAN THEY DO WITH THEIR WORDS. AVOID "CLOSED" BODY LANGUAGE, WHICH TENDS TO CREATE A BARRIER BETWEEN YOU AND THE INTERVIEWER (AND BY EXTENSION YOUR AUDIENCE). ARMS FOLDED IN FRONT OF YOU OR HANDS CLENCHED TOGETHER CAN GIVE THE IMPRESSION OF "DEFENSE," EVEN THOUGH THAT ISN'T YOUR INTENTION. THE MORE "OPEN" YOUR STANCE (ONE HAND RESTING ON YOUR CHIN, THE OTHER ON YOUR ARMREST, FOR EXAMPLE), THE MORE INVITING YOU BECOME TO THE INTERVIEWER. IT'S ALSO A GOOD WAY TO BUILD A RAPPORT WITH A REPORTER.

2. ANALYZE YOUR MOVEMENTS AND FACIAL EXPRESSIONS

TWIDDLING YOUR THUMBS OR TAPPING YOUR PEN PROBABLY AREN'T THE BEST WAYS TO ENDEAR YOURSELF TO AN AUDIENCE. THEY ARE A VERY GOOD WAY TO ANNOY THEM, THOUGH! BE SURE YOUR MOVEMENTS ARE DELIBERATE. MAKE SURE YOU DON'T HAVE ANY LUNCH STILL LEFT IN YOUR TEETH AND BE SURE YOU CONCIIOUSLY TRY TO MANIPULATE YOUR FACIAL EXPRESSIONS DURING THE INTERVIEW. THIS MAY BE MORE DIFFICULT THAN YOU THINK, BECAUSE OFTEN WE NATURALLY RESPOND TO WHAT WE ARE TOLD WITH SURPRISE, SADNESS, JUBILENCE OR ANGER. MAKE SURE YOUR FEELINGS INSIDE DON'T BETRAY THE MESSAGE YOU WANT TO CONVEY. IF IT'S A SEATED INTERVIEW, SIT ON YOUR COATTAILS IF YOU'RE WEARING A SPORT-COAT OR SUIT JACKET. THAT WAY, YOUR COAT WON'T BUNCH UP IN THE SHOULDERS AND GIVE THE AUDIENCE THE IMPRESSION YOU'RE HUNCHED OR LEANING FORWARD.

3. BEWARE OF DISTRACTIONS

DISTRACTIONS CAN KILL AN INTERVIEW. IF YOUR INTERVIEW TAKES PLACE ON A SET, IT IS VERY EASY TO BE DISTRACTED BY THE CAMERA, THE CAMERAMAN, THE EDITORS, THE PRODUCER OR EVEN YOUR OWN PEOPLE. DISTRACTIONS CAN MAKE YOU APPEAR TO BE STARING OFF INTO SPACE AND GIVE THE AUDIENCE THE IDEA YOU AREN'T REALLY CONCERNED ABOUT THE SUBJECT OF YOUR INTERVIEW - WHICH IS WHY YOU'RE THERE! TRY TO FOCUS ON THE FACE OF THE PERSON INTERVIEWING YOU, OR IF IT IS A SATELLITE INTERVIEW, FOCUS ON EYE OF THE CAMERA. IF IT IS A PANEL INTERVIEW, LOOK TO THE PERSON WHO IS SPEAKING AT ALL TIMES. THIS WILL ALSO ENSURE YOU'RE LISTENING TO THE CONVERSATION AND GIVING THE APPROPRIATE RESPONSES WHEN THE QUESTIONS ROLL AROUND TO YOU. THERE IS NOTHING WORSE THAN AN INTERVIEWER ASKING YOU, "WHAT DO YOU THINK ABOUT THE IRAN NUCLEAR QUESTION?" AND YOU RESPONDING, "YES, I FOUND HER QUITE FUNNY, TOO."

4. SPEAK FROM YOUR DIAPHRAGM WITH AUTHORITY

EVER NOTICE ALL NEWS PERSONALITIES SEEM TO SOUND LIKE THEY HAVE A FORCED QUALITY TO THEIR VOICES? THAT'S BECAUSE THEY'RE SPEAKING FROM THEIR DIAPHRAGM AND THEY ARE USUALLY READING. YOU CAN DO THAT, TOO. TRY TO AVOID THE SING-SONGY VOICE WHEN DISCUSSING YOUR TOPICS OF INTEREST, AND NEVER EVER SOUND PATRONIZING OR MOCKING. THE BENEFITS OF THIS KIND OF SPEAKING ARE EMPHASIS AND ENTHUSIASM. AND WHILE YOU MAY NOT BE READING, YOU SHOULD BE AS FAMILIAR WITH YOUR SUBJECT MATTER AS IF YOU WERE. BE CAREFUL NOT TO LET YOUR TV VOICE TAKE OVER YOUR ON-AIR PERSONALITY, THE WAY IT DOES MANY TV NEWS REPORTERS. YOUR TV VOICE SHOULD MERELY BE AN EXTENSION OF YOUR OWN.

5. SPEAK IN SOUND-BYTES

IN TV INTERVIEWS, IT'S OK TO SPEAK IN SOUND SNIPPETS AND SAY LINES YOU'VE REHEARSED AHEAD OF TIME. NEWS ANCHORS AND SPORTS ANNOUNCERS DO IT ALL THE TIME. IF YOU'RE LUCKY, THESE TYPES OF ONE-LINERS CAN SOMETIMES BECOME A SIGNATURE FOR YOU, AND PEOPLE BEGIN TO ASSOCIATE IT WITH YOU OR YOUR ORGANIZATION. MAKE SURE YOU'VE BOILED YOUR POSITION STATEMENT DOWN TO A SOUND-BYTE AS WELL, BUT BE CAREFUL NOT TO JUST SAY THE SAME THING OVER AND OVER. USE YOUR SOUND-BYTES AS OFTEN AS POSSIBLE, BUT REMEMBER TO PROVIDE MEANINGFUL ANSWERS TO COMPLEX QUESTIONS. IF YOU KNOW YOU'RE COMING UP ON YOUR FINAL QUESTION, REMEMBER TO USE THE POSITIONING SOUND-BYTE TO MAKE SURE YOU EMPHASIZE YOUR MESSAGE AND LEAVE THE TV VIEWER WITH THAT FINAL THOUGHT.

SECRETS OF THE PRESS CONFERENCE

1. MAKE A STATEMENT

THE BEST WAY TO AVOID DIFFICULT QUESTIONS IS TO ADDRESS THEM YOURSELF IN A PREPARED STATEMENT GIVEN AT THE BEGINNING OF THE PRESS CONFERENCE. THAT WAY, IF THE QUESTION COMES UP AGAIN, YOU CAN ALWAYS REFER TO THE STATEMENT AS YOUR ANSWER. STATEMENTS ARE ALSO A GOOD WAY TO GET YOUR MESSAGE ACROSS TO THE TV STATION'S VIEWERS, THE NEWSPAPER'S READERS OR THE RADIO STATION'S LISTENERS. MORE OFTEN THAN NOT, IT IS THE PREPARED STATEMENT THAT IS USED LATER IN SOUND-BYTES OR IN QUOTE BOXES, NOT THE ANSWERS TO QUESTIONS.

2. IF IT'S A GROUP, HAVE A LEADER

AN EASY WAY TO CONFUSE THE MEDIA IS TO HAVE A CHAOTIC PRESS CONFERENCE. REPORTERS HOUTING OUT QUESTIONS OR EVEN INTERRUPTING ANSWERS CAN BECOME DISTRACTING TO THE INTERVIEWEES AT A PRESS CONFERENCE AND OFTEN PROVIDE RESULTS THAT ARE LESS THAN DESIRABLE SINCE THE PRESENTERS ARE FLUSTERED BY ALL THE ATTENTION. SOMEONE TO FIELD THE QUESTIONS AND HAND OFF TO ANOTHER MEMBER OF THE GROUP WHEN APPROPRIATE GIVES THE IMPRESSION OF A WELL-ORGANIZED EVENT. THE LEADERS CAN ALSO REGAIN CONTROL OF A

QUESTION IF ONE OF THE OTHER PRESS CONFERENCE PARTICIPANTS IS STRUGGLING WITH AN ANSWER.

3. IF YOU CAN, STAND

STANDING ALLOWS FOR A BRIEF MOVEMENT BETWEEN PRESS CONFERENCE PARTICIPANTS WHEN QUESTIONS NEED REDIRECTING. TV CAMERAS ALSO DON'T HAVE TO MOVE AROUND ALOT WHEN THE GROUP IS STANDING TOGETHER AND THUS GIVE UP VALUABLE SPACE. ALSO, THE PRINT MEDIA PHOTOGRAPHERS PREFER TO GET GROUP SHOTS AT PRESS CONFERENCES BECAUSE IT GIVES THE ILLUSION OF A LARGE ATTENDANCE (I WAS ASTONISHED THE FIRST TIME I SAW THE WHITE HOUSE PRESS CONFERENCE ROOM - IT'S TINY! I HAD ENVISIONED A HUGE ROOM CRAWLING WITH MEDIA TYPES. IT WAS MORE LIKE A HOME THEATER). GROUP SHOTS ARE MUCH HARDER TO GET WHEN EVERYONE IS SITTING. STANDING ALSO GIVES YOU THE OPPORTUNITY TO SURVEY THE ENTIRE GROUP OF REPORTERS AND THUS GIVE PRIORITY TO QUESTIONS THAT MIGHT BE MORE ADVANTAGEOUS TO YOUR MESSAGE.

4. HAVE SOMEONE END THE PRESS CONFERENCE

HAVING SOMEONE CALL OUT "ONE MORE QUESTION!" CAN HELP END THE PRESS CONFERENCE WHEN THINGS GET OUT OF CONTROL OR UNCOMFORTABLE. IF THINGS ARE GOING WELL, BUT THE PRESS CONFERENCE IS DRAGGING ON, SOMEONE WHO IS NOT ONE OF THE PRESS CONFERENCE'S PARTICIPANTS IS BETTER ABLE TO RECOGNIZE THIS. A SIMPLE "THANK YOU VERY MUCH," IS USUALLY ENOUGH TO END THE PRESS CONFERENCE. IF THE PRESS CONFERENCE DOESN'T GO THE WAY THE PARTICIPANTS WANT IT TO, A "THANK YOU" FROM SOMEONE ELSE GIVES THEM A WAY OUT OF THE ROOM WITHOUT ANSWERING ANY MORE QUESTIONS.

5. IF THINGS ARE GOING WELL, STICK AROUND

IF THE PRESS CONFERENCE GOES BEYOND 15 MINUTES, HAVE SOMEONE END IT, BUT MAKE SURE TO LET THE REPORTERS KNOW THAT YOU'LL BE AVAILABLE FOR COMMENTS AFTERWARD. THIS ALLOWS THOSE REPORTERS WHO ARE ON DEADLINE TO LEAVE WITHOUT THIKING THAT THEY'RE MISSING SOMETHING. ALSO, MOST REPORTERS ARE SELFISH ABOUT THEIR STORIES AND DON'T WANT TO GIVE AWAY JUICY LEADS TO THE REST OF THE GROUP. I WAS NOTORIOUS FOR CORNERING PRESS CONFERENCE PARTICIPANTS AFTERWARD TO GET A "SCOOP" OR FOLLOW UP A LEAD I WAS GIVEN. STICKING AROUND ALSO HELPS YOU ESTABLISH THAT ALL-TOO-CRUCIAL RAPPORT WITH REPORTERS I'VE MENTIONED PREVIOUSLY. THESE ONE-ON-ONE DISCUSSIONS (WHICH ARE ALWAYS ON THE RECORD, BY THE WAY) ARE GREAT WAYS TO GET TO KNOW WHICH REPORTERS YOU CAN TRUST AND WHICH ONES YOU CAN'T.

SOME THINGS TO REMEMBER

1. SOME COMMENTS ON PHONE NUMBERS

WHEN YOU GIVE A REPORTER YOUR CARD, ALWAYS INCLUDE YOUR CELL PHONE NUMBER ON IT (IF, THAT IS, YOU HAVE A CELL PHONE). IF YOUR CELL PHONE NUMBER IS ALREADY INCLUDED,

YOU'RE AHEAD OF THE GAME. WHEN INCLUDING YOUR CELL PHONE NUMBER ON A BUSINESS CARD, BE SURE TO PUT IT ON THE FRONT OF THE CARD. MOST (ORGANIZED) REPORTERS WILL PUT THE BUSINESS CARDS THEY COLLECT INTO A ROLO-DEX OF SOME SORT, THUS OBSCURING THE BACK OF THE CARD. I'VE ACTUALLY NOT CALLED PEOPLE BACK ON VERY IMPORTANT STORIES SIMPLY BECAUSE I DIDN'T REMEMBER THEIR NUMBER WAS ON THE BACK OF THEIR CARD. YEARS LATER, I WOULD REALIZE MY MISTAKE WHEN I WAS CLEANING OUT MY ROLO-DEX, BUT BY THEN THE DAMAGE HAD ALREADY BEEN DONE. ALSO, WHEN LEAVING A VOICE MAIL FOR A REPORTER, ALWAYS INCLUDE YOUR CALL-BACK NUMBER AT THE BEGINNING OF YOUR MESSAGE. THAT WAY, WHEN THE REPORTER FINALLY FINDS HIS PEN, HE WON'T HAVE TO GO THROUGH YOUR ENTIRE MESSAGE TWICE JUST TO GET YOUR NUMBER ONCE.

2. EYES OFF THE NOTEPAD

TV, RADIO AND PRINT REPORTERS ALWAYS CARRY A NOTEPAD AND OFTEN WILL TAKE NOTES EVEN IF THEY'RE TAPING OR TAKING VIDEO. ALTHOUGH THE TEMPTATION MAY BE GREAT, KEEP YOUR EYES AWAY FROM THE NOTEPAD. FOCUS ON THE REPORTER'S EYES. THAT WAY WHEN HE/SHE LOOKS UP AT YOU, HE/SHE WILL SEE YOU AREN'T TRYING TO CATCH A GLIMPSE OF HOW THEY ARE SCREWING UP WHAT YOU'VE JUST SAID. THE FACT IS, IF THEY'RE GOING TO SCREW IT UP, THEY'RE GOING TO SCREW IT UP. LOOKING AT THE NOTEPAD WILL MAKE THE REPORTER JITTERY AND IS LESS LIKELY TO ENSURE HE/SHE WILL GET YOUR QUOTES CORRECT. INSTEAD OF CONCENTRATING ON WHAT YOU'RE SAYING, THEY'LL BE CONCENTRATING ON TRYING TO KEEP YOU FROM SEEING WHAT THEY ARE WRITING DOWN ABOUT WHAT YOU ARE SAYING. ANYTHING YOU CAN DO (WITHIN REASON) TO KEEP A REPORTER COMFORTABLE, THE BETTER IT IS BETTER FOR YOU IN THE LONG RUN.

3. BE OK WITH SILENCE

WHEN YOU'VE ANSWERED A QUESTION AND SAID ALL YOU NEED TO SAY ON A TOPIC, FOR GOODNESS SAKE, STOP TALKING. DON'T BE AFRAID OF SILENCE. SILENCE IS A TOOL THE REPORTER WILL TRY TO USE TO GET YOU TO KEEP BABBLING ON. I WAS AN EXPERT AT USING SILENCE TO GET PEOPLE TO SAY WHAT I WANTED THEM TO SAY AND - MORE OFTEN THAN NOT - WHAT THEY DIDN'T WANT TO SAY. THERE IS A NATURAL TENDENCY TO FILL SILENCE WITH WORDS, BUT TRY TO RESIST IT. BE SILENT AND THE REPORTER WILL HAVE NO CHOICE BUT TO GO ON TO THE NEXT QUESTION.

4. THE MEDIA DOESN'T WORK THAT WAY

EVEN IF YOU CARRY OUT THESE INSTRUCTIONS TO A "T," AND ANSWER EVERY SINGLE QUESTION WITH GRACE, GOOD HUMOR AND WIT, THINGS MAY NOT WORK OUT FOR YOU. UNDERSTAND THAT THE MEDIA IS FULL OF SHARKS. MOST REPORTERS ARE ONE GOOD STORY AWAY FROM A PROMOTION AND SOME WILL DO WHATEVER IT TAKES TO GET THERE, EVEN IF THAT MEANS CHEWING YOU UP AND SPITTING YOU OUT. DON'T GET ME WRONG, THERE ARE ALSO SOME VERY HONEST, TRUSTWORTHY AND RESPECTABLE REPORTERS, TOO. JUST LIKE IN LIFE, THERE ARE GOOD ONES AND BAD ONES. AND JUST LIKE LIFE, THE MEDIA ISN'T ALWAYS FAIR. DO YOUR BEST TO STICK TO THE SUGGESTIONS IN THIS GUIDE, BUT NO MATTER HOW GOOD YOU ARE OR HOW HARD YOU WORK TO MAKE SURE YOU GET OUT THE BEST STORY POSSIBLE, UNDERSTAND ...THE MEDIA DOESN'T ALWAYS WORK THAT WAY.

REMEMBER, GOOD LUCK AND GOOD PRESS AREN'T ALWAYS THE SAME.