

# **Tough Time, Tough Questions: Are You Ready for the Reporters?**

*2018 Public Relations Workshop  
Mobile, Alabama*

Date



## **Tough Times, Tough Questions Are You Ready for the Reporters?**

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**Experience:**

**35 years in television journalism**

**WKRG-TV**

**WPMI-TV**

**WEAR-TV**

**WPEC-TV**

**WSRE-TV**

**Corporate Consultant (12 years)**

**\*Media Relations**

**\*Professional Image**

**\*Customer Service**

**\*Leadership**





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**Corporate Clients**

**Alabama Power**

**Credit Union Assn. of Alabama**

**USA Hospital System**

**Centra Health Systems**

**Infirmiry Health**

**SHRM**

**PRCA of Alabama**

**Mobile County Public School System**

**Government Finance Officers' Assn.**

**Women's Business Alliance, Mobile, AL**







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### **Need to Know:**

- **What the reporter wants**
- **Why the reporter wants it**
- **What the reporter will do with it**
- **What the reporter will do to get it**





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**The average length of a TV soundbite is:**

- a. 15 seconds**
- b. 7 seconds**
- c. 25 seconds**





## **Tough Times, Tough Questions Are You Ready for the Reporters?**

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**The average length of a TV news pkg. is:**

- a. 1:15**
- b. 1:45**
- c. 2:00**





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**The average length of a print quote is:**

- a. 18 words**
- b. 33 words**
- c. 25 words**





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**The best time of day to contact/meet/news  
conference with a reporter is:**

- a. Mid-morning**
- b. After lunch**
- c. Late afternoon**







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**The worst thing to say to a reporter is:**

- a. I don't know**
- b. This is off the record**
- c. No comment**





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**A better reaction when I don't have an answer is:**

- a. I don't know**
- b. No comment**
- c. What I can tell you is...**





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**The best color to wear on TV (generally) is:**

- a. Gray**
- b. Blue**
- c. Red**





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**Effective Media Communication is a  
Blend of 3 Components**

**Your message and how it is constructed**

**Your delivery**

**Your appearance**





# **Tough Times, Tough Questions Are You Ready for the Reporters?**

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## **3 Interview Mistakes & Drexel's AAA Solutions**

### **1-Being Unprepared**

**Anticipate what's coming**

**Attire Assessment**

**Attitude Check**







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## **3 Interview Mistakes & Drexel's AAA Solutions**

### **2-Reacting Badly**

**Asked & Answered**

**Adjust the Focus**

**Attitude Check**





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## **3 Interview Mistakes & Drexel's AAA Solutions**

### **3-Talking Too Much**

**Abbreviated**

**Appealing**

**Appropriately Memorable**

