

Responding to Different Reporter's Styles

The Dummy

- Don't believe it for a second
- Offer clarification
- Bridge to key points to answer

The What-if Reporter

- Stick with the facts
- Don't be hypothetical, it will not support your goals with the story and takes it off track

The Brand New Best Friend

- Maintain a professional distance by staying in control of your key message points and your answers
- Don't ever drop your guard
- Reporters are professional rapport builders

The Machine Gunner

- Be polite
- Don't be defensive
- "I'll be happy to answer that question, but first I'd like to finish saying ..."
- "You have a lot of questions there ..."

The Shrink/Interpreter

- "Well, perhaps, it is closer to the way I feel to describe it like this ..."
- Make certain you clarify when the interpretation is wrong
- The reporter may just be looking for a good quote

The Silencer

- "What else would you like to know?"
- Do not fill-in the silence by saying more than you should to keep the story on target

The Expert

- Answer the specific question, then move on to a more general area or bridge to a key point you want to highlight

The Jester

- "Well, it's easy to joke about it, but when I started the company, I really saw an opportunity to ..." (and move to your key message points)