

KEKST
CNC

12 Rules for Media Impact

Do...

#1 speak to your audience.

Your audience isn't the journalist, it's their readers/viewers.
What do they care about, worry about, get inspired by?

#2 know your message, nail your message.

You should have your core points clear in your mind –
and be ready to deliver them in the first minutes of the interview.

#3 obsess about clarity.

Speak slowly, signpost key points, repeat key phrases and build complex concepts from the ground up. Clarity isn't patronizing, it's polite.

#4 bring a bit of yourself.

Don't be afraid to let your own story and the story of the business overlap.
You might be your own most powerful proof-point.

#5 prepare stories as well as numbers.

Invest time in prepping anecdotes that illustrate your ideas.
And find excuses to use them.

#6 steer the conversation.

Guide the conversation onto the topics you're there to talk about.
Don't wait for the 'right' question to get your point across. They might not ask it.

Don't...

#7 assume knowledge.

Just because they're nodding, it doesn't mean they get it. Avoid jargon, unpack acronyms and put industry figures and history in context.

#8 try and say it all.

An interview isn't the time for big, complex ideas. It's about simple messages, conveyed with colour.

#9 linger in thorny areas.

The more time you spend talking about something, the greater the chance the coverage will focus on it. Push the conversation on.

#10 be negative.

You're there to tell a positive story about your business.
Don't be drawn into being negative about others. And don't argue.

#11 forget the Why.

Your audience needs to be reminded why it all matters.
Don't get so lost in the detail that you don't explain the big picture.

#12 stick to a script.

Land key words and phrases but don't learn lines. You'll waste your energy trying to remember them and you'll look like a corporate robot.



KEKST CNC

Kekst CNC is a global strategic communications firm that specializes in protecting and enhancing reputations. From 14 locations around the globe, our team of 250 professionals provides expert communications counsel informed by judgment, insights, and data-led analysis. We apply our communications expertise across high-stakes corporate, financial, and political matters, helping businesses communicate effectively through periods of disruption, transformation and growth. Kekst CNC is part of the Publicis Groupe.

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