

Basic Media Relations Tips



www.redbrick.ca




Take your time.

React quickly, but do not give an interview right away.

- Create a break
- Gather information and prepare yourself.
- Deliver the interview at a mutually acceptable time
- Good interviews are 90% preparation and 10% delivery.

Who?
What?
Where?
When?
Why?
How?



**Start with
what is
happening
and why.**

Think long and hard about how to make your message short and simple.

- Plain language
- Lists
- Anecdotes, metaphors and analogies
- Good pictures

Stick to what you know.

- Speak to the role that's printed on your business card.
- Deliver accurate, well-thought-out information.
- Don't speculate, guess or lie.
- Know when to shut up.

Use positive language.

“We’re not drunken sailors!”

VS.

“Taxpayers want us to make the most of every dollar they give us.”



Be interesting

- Simple
- Unexpected
- Concrete
- Credible
- Inspire emotion
- Tell a story

Adapted from Made to Stick: Why Some Ideas Survive and Others Die, Chip Heath and Dan Heath, 2007.

Brian Lambie, Principal
Redbrick Communications

lambie@redbrick.ca

www.redbrick.ca

[@brianlambie](#)



September 22, 2011

© Redbrick Communications Inc.