

Tips & Tricks for Helping Your Volunteer Leaders Thrive When Working with the Media

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TIP #1

Be accessible.



TIP #2

Don't sugar-coat things.



TIP #3

Consider a pool approach.



TIP #4

Put a period in it.



period.

TIP #5

Avoid predictions.



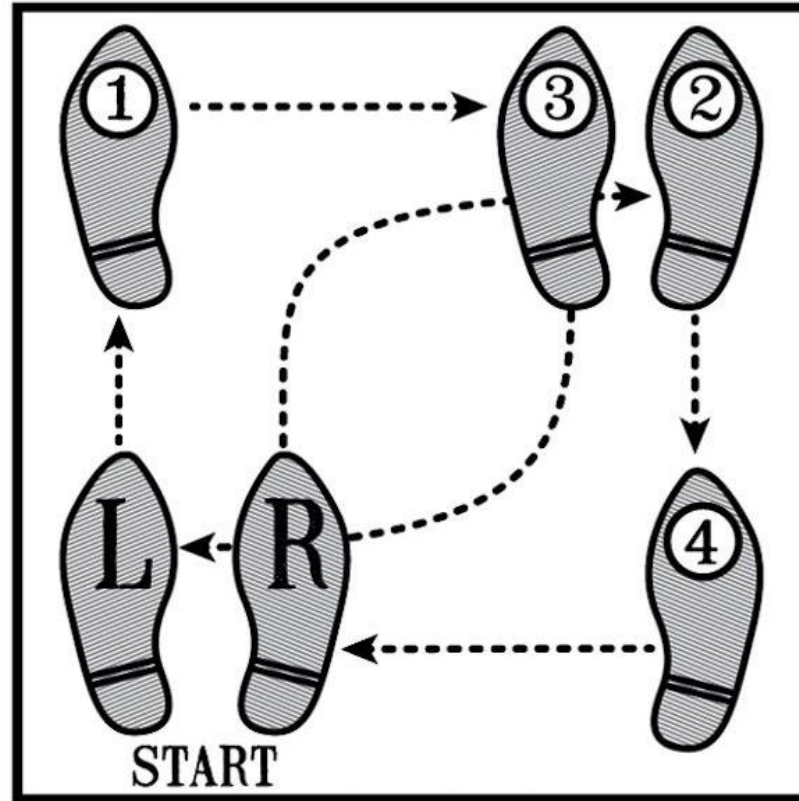
TIP #6

Remind your volunteer what hat they are wearing.



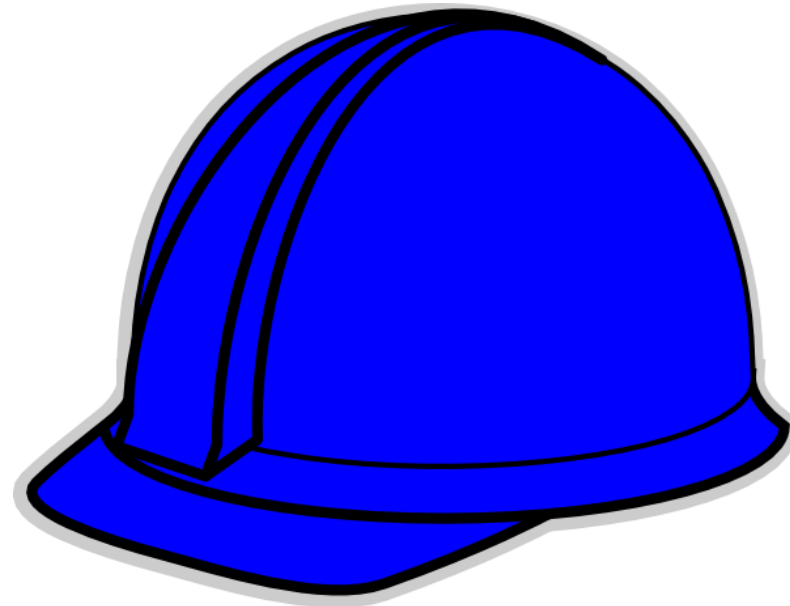
TIP #7

Good spokespersons DON'T need to be quick on their feet.



TIP #8

Journalism is a “white-collar profession with blue-collar wages.”



TIP #9

People remember stories and they add context.



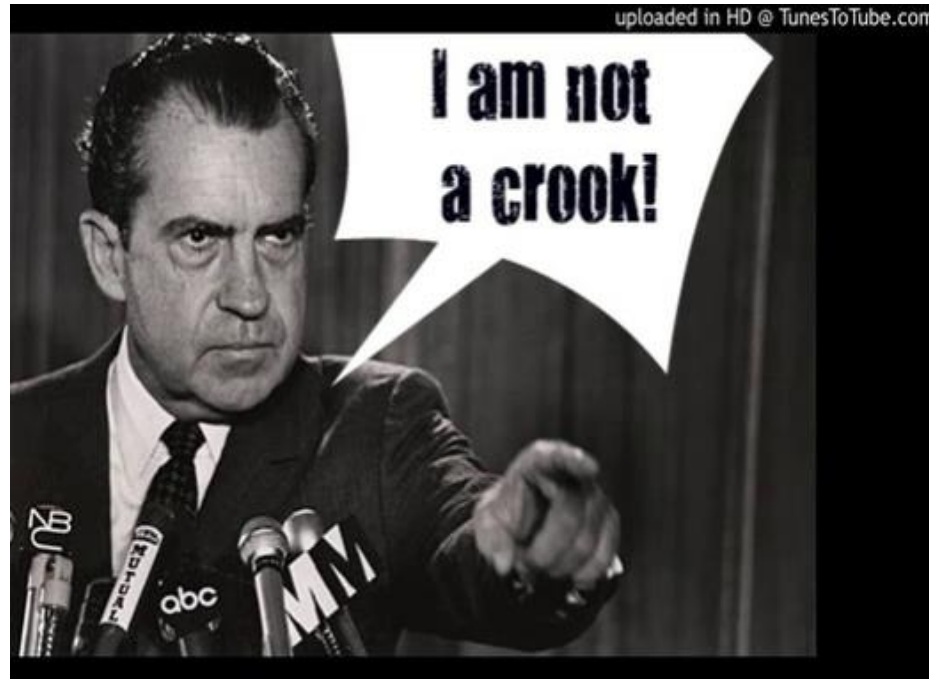
TIP #10

What are the “don’t ask me that questions?”



TIP #11

Don't repeat negative language.



TIP #12

It's O.K. not to know the answer.



TIP #13

When a reporter calls, don't answer their questions on the spot.



TIP #14

Avoid promoting hiring a REALTOR® when answering a question.



TIP #15

Create a directory of experts.



THANK YOU.



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