

# Talking to the Media Activity

7/13/06

## Intro:

Steps to remember when being **interviewed by the media:**

1. LISTEN to the question they ask you
2. ANSWER the question
3. BRIDGE your answer to your MAIN POINTS
4. Use SOUND BITES to tell YOUR STORY

**A SOUND BITE** should be:

- Catchy
- Concise
- Clear
- Easy to swallow
- Only important info

## Activity:

Example acted out for everyone.

Break into pairs. Each come up with their talking points for the press conference. Take turns being the interviewer and the person being interviewed.

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