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Highlights

MESSAGE:

A message is a one-sentence statement that incorporates two things:
One of your most important points and one of your audience's most important needs or values.

Wordiness, jargon, and abstractions

Have no more than two commas

Contain no more than 30 words

Evoke concrete images

- Use short words
- Use short sentences
- Use everyday words
- Use contractions
- Speak messages aloud

"Stories are the single most powerful weapon in a leader's rhetorical arsenal"

A story can be many things: your personal experience with a person, place, thing, or topic;

CRISIS

"When written in Chinese, the word 'crisis' is composed of two characters—one represents danger, and the other represents opportunity."

John F. Kennedy

ATM'S

"A" Stands for answering the question. You should answer every question, every time-If you don't, you risk appearing evasive."

"T" stands for transitioning, during which you'll use short phrases to help you get from their question to your answers.

"M" stands for your message and message supports.

"S" stands for selling your message inserting a closing call to action. You might ask people to buy your product, visit your website, or support a new piece of legislation.

TRANSITIONALS

"its important to remember"

"keep in mind that

"here's what we've been hearing

"let me tell you what we've been seeing

"i'm not sure that's the case

"however,

"but even more importantly

"that said, what we see as an even bigger
issue

"the main thing we're focusing on

"what our research shows is

ON CAMERA

SOT-Sound on tape

7.3 Seconds

12-16 Seconds

BODY LANGUAGE

"What you do speaks so loud that i cannot hear what you say."

Ralph Waldo Emerson, American writer

BODY LANGUAGE

7 Percent-Words

38 Percent-Vocal tone

55 Percent-Body language

"A media interview delivered without energy is like a steak cooked over low heat: dull, uninspiring, and lacking sizzle."

"UHHS AND AND UMMS"

Keep your sentences simple and short

Verbal filler

1-Form a complete thought

2-A brief pause will help (10-15)

Limit distractions

Tell a story

Talk face to face

MEDIA COVERAGE (PITCH)

- Topic
- Timeliness
- Time of Day
- Audience
- Availability
- Authority

Some excerpts courtesy of: The Media Training Bible Brad Phillips*

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