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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 of 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 thing: 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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