

YOUR KEY MESSAGES:

- **The two or three most important points you want to get across to that audience**
- **Simple** - avoid jargon and long words. Remember you may only have ten seconds – or 30 words
- **Memorable** - something that catches people's imaginations
- **Positive but true** – don't let them come back and trip you up later... "this will never happen again...."
- **Relevant** to your audience. Who are they? Specialist or general? (Museums Journal v BBC 5Live)
- **Relevant / appropriate** to the situation. Be careful with values and mission statements. They can sound especially odd or uncaring (e.g. to say "we are award winning" - when someone has died)
- You must deliver them with **conviction**. Be authentic
- Be enthusiastic if it is positive news
- They must be **consistent** across the organisation(s)
- They must be **within your guidelines**
- Above all: You **MUST** deliver your key messages. You should repeat them several times in an interview. You can word them in different ways. Use anecdotes to paint a picture
- Use **A + 1** to get one of your key messages in, where **A** is the answer (or just acknowledgement of the question), + is a **bridge** phrase and **1** is one of your key messages
- The bridge phrase is something like "what's really important here" or "what we are concerned about" or "what I can tell you is"
- Don't say "**no comment**". It looks like you don't care or are hiding something
- Use a **holding statement**. Even saying something like: "*It is too early to say at the moment, but we will be carrying out an investigation*" sounds better
- Don't say anything "**off the record**" - even if you are pushed by a journalist
- Avoid **jargon**

