

MEDIA EXERCISE

“If you talk with a reporter for 30 minutes and are brilliant and articulate for 29 minutes, 54 seconds but are an idiot for 6 seconds- the 6 seconds WILL be put in print or broadcast over the air”

Identify five questions that you would LOVE to be asked about your organization.



- 1.)
- 2.)
- 3.)
- 4.)
- 5.)

Now write out the answers to the five questions that you would LOVE to be asked.

- 1.)
- 2.)
- 3.)
- 4.)
- 5.)

Identify five questions that you would HATE to be asked about your organization.

- 1.)
- 2.)
- 3.)
- 4.)
- 5.)

Now write out the answers to the five questions that you would HATE to be asked.

- 1.)
- 2.)
- 3.)
- 4.)
- 5.)

