



Get Quoted: 5 Tips for Securing Ongoing Media Coverage

Securing coverage in print and online media outlets can boost your company's reputation and establish your leadership team as thought leaders in your industry. Providing a well thought-out quote can serve as an opportunity to convey your company's key messages – and help you secure future media coverage, as well.

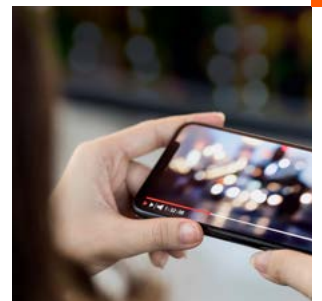
With that in mind, use the following tips to provide effective quotes to the news media:

1. Be responsive.

When reporters get a good quote or sound bite, they will often alter the story and write around that quote. So take the interview sooner rather than later, and if you deliver a great line, you may play a key role in shaping the story. If you are late to the process, the reporter will likely be looking to fill out a few remaining gaps in the story, limiting your involvement to that narrow segment.

2. Be concise.

The average TV sound bite is well under 10 seconds, and print quotes are not much longer. Ultimately, you have about 8 to 12 seconds to convey your message, so keep it simple, smart and succinct. Carefully prepare and practice messages in advance, so you can simplify complex issues into concise, memorable quotes.



3. Be human.

While it is important to have well-developed messages and talking points that align with the goals you have for an interview, the most effective quotes are not overly produced or painfully crafted by lawyers or linguists. Sound bites should be succinct and direct, with language that is appropriate to the subject matter.

4. Be provocative.

Whether you like it or not, news coverage thrives on tension, conflict and competing points of view. Familiar and predictable does not generate interest or drive traffic. While you shouldn't strive to be antagonistic or controversial, it is important to convey energy and provide commentary that expresses an original point of view. The goal is to be provocative and share perspective that is outside of conventional wisdom.

5. Be a "good interview."

Journalists want their stories to be on the front page, to drive record numbers of clicks and to be positively reviewed by their peers and editors. To achieve those goals, they need not only good stories; they need good interviews. Sources and subject matter experts who respond to their inquiries in a timely manner and provide informed, provocative commentary will rise to the top of the speed dial. This is particularly true in broadcast, where presentation and visual qualities can be as important as content and commentary. As you develop a relationship with journalists over time, your ability to shape and influence the direction of the story will grow.



Serving as a source for quotes in the media should be an essential part of your public relations strategy. To learn more about media relations best practices, visit the [ICR Insights blog](#) or [get in touch](#).