



ARIZONA REALTORS®
KEY CONTACT
PROGRAM

Media Training

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How to build a successful message



Remember *Telephone*?

What are the types of media messages?



Fact/Result: Includes a fact and what happens because of that fact.

"One in five people don't get the amount of sleep they need each night, leading to increased risk of chronic diseases and getting into a motor vehicle accident."



Problem/Solution: The problem is revealed in the first clause and the solution follows.

"The 1 out of 5 people that do not get enough sleep can improve their chances of better rest through 4 easy steps."



Advocacy/Call to Action: You call upon your audience to get involved.

"The real estate industry here in the state of Arizona is relying on the passage of bill XYZ to help strengthen our market. By taking action and emailing your lawmakers on this issue, you can help make a difference!"



What makes a successful message?

Consistency

- It is important to stay consistent with AZ REALTORS messaging on a particular topic. Suppose a media contact or elected official feels the message is off from what they've previously heard. In that case, it makes the organization and you as an individual seem misinformed or sloppy (or both!).

Brevity

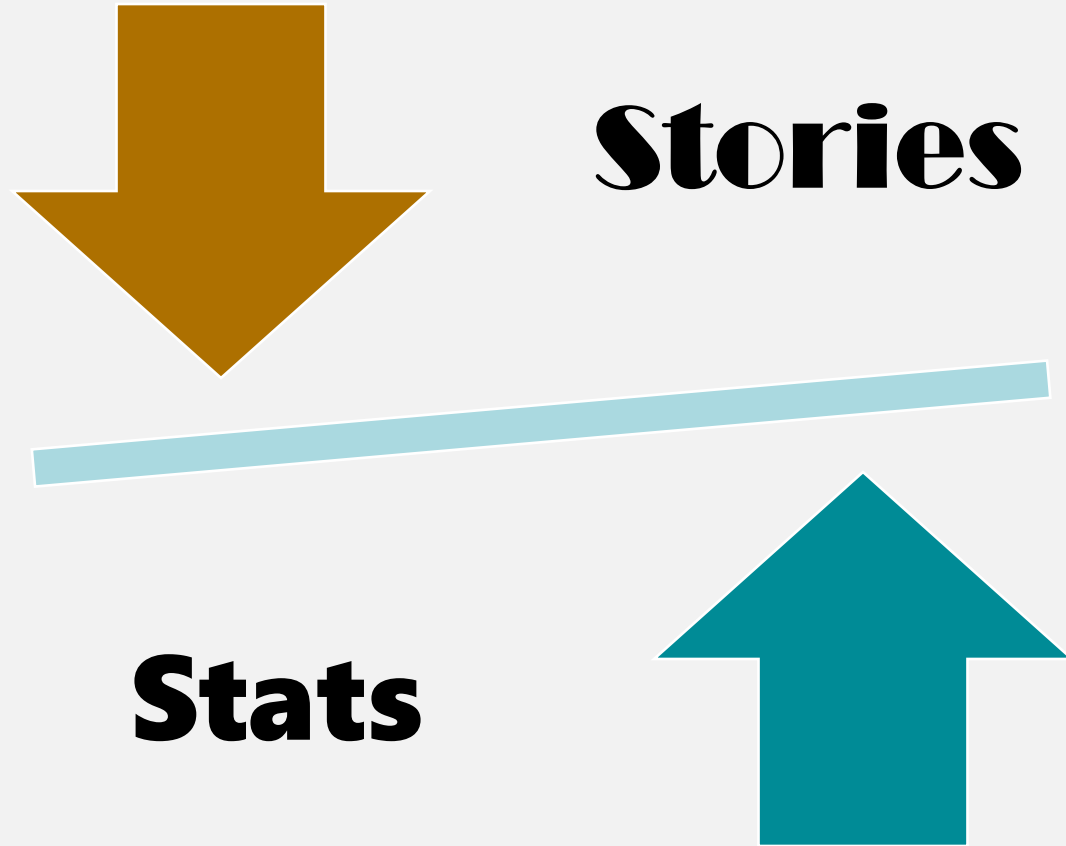
- An impactful message doesn't need to be long-winded. Keep your delivery concise and on-point.

Less Jargon

- When your message becomes overgrown with jargon your audience begins to lose sight of the point you are trying to make.



Message supports



Delivering your message



Mix it up: When dealing with any media medium, repeating yourself is the easiest way to lose an audience or a reporter. Say the same thing in different ways.



Start with the conclusion: The typical novel formula of beginning, middle & end doesn't always work with reporters. Start with a dramatic conclusion with your solutions to grab attention and drive your points home.



Build a bridge: Take a reporter's question and bridge the question to your main points. Find a way to talk about what you want to discuss.



Nonverbal communication



Energy: Positive, high-energy body language is important when delivering a message in-person.



Voice: "Its not what you said, its how you said it".



Eye Contact: Projects confidence and projects that you are an expert.



Gestures: Standing stiff and lifeless makes you look uncomfortable. Stand straight, use hand gestures when appropriate.



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