

# Tips for UCubed Jobs Activists:

## Developing a Quotable Message

- **Do not give broad general statements**  
Give the facts - names, places, dates. Reporters still want to know the who, what, when, where, why and how of a story. Make sure you give it to them clearly and succinctly so they will get it right.
- **Keep it short**  
The average sound bite in television news is eight seconds. Condense your message into short, easy to understand sentences.
- **Use analogies to make your points**  
An effective way to make a point is to compare the issue to something that your audience can relate too. A reporter once said that, "mixing cops and the media is like mixing oil and water - it doesn't work."
- **Use the three C's: Colorful, Clichés and Contemporary References**  
A police union was staging a sick-out and called it the "Blue Flu." This was a phrase reporters could easily use in their stories. And the first President Bush was famous for *inventing* or incorporating contemporary references. "Read My Lips" and "Go Ahead Congress ... Make My Day" will be used for years to come.
- **One liners or a summary sentence are very useful**  
A good example, used during the 1988 Presidential race by the Democratic party was, "If you let me write \$200 billion worth of hot checks I could make people think we're balancing the budget too."
- **Use absolutes: The Worst, The Best, The Largest, The Only**  
Reporters like to use absolute statements. Be careful that your statements accurately reflect the situation without over dramatizing.
- **Do not forget figures**  
Numbers and percentages legitimize your position. Use figures whenever you have them. Simplify the numbers as much as possible so the listener or reader can relate to them.
- **Personal experience about an issue makes you an authority**
- **Second person can be very powerful**  
How does this issue affect someone you know. Keep your message clear and concise.