



The Importance of Talking Points

Your communication in all tactics must be consistent. Create talking points for each activity and a media fact sheet prior to launching your public relations campaign.

- Talking points are a brief list of simple phrases that convey information.
- A media fact sheet will be provided to media a few days prior to your appearance. Media fact sheets include the 5 W's" (who, what, where, when, why), your spokesperson's name, a group contact, performance songs, and your interview questions and answers.
- Your facts must be accurate and build on the story that is the angle of your news (or event).

As you begin your campaign, always have your fact sheet and talking points for reference.

- The delivery of your talking points will become natural with practice. As a Sweet Adeline, your passion for the organization will ring true with reporters.
- With that being said, don't work off a script! Sweet Adelines are performers and it is completely acceptable to be personable (while sticking to talking points) when communicating with the media.