

February 1987

TO: Executive Addressed

FR: James E. Lukaszewski, APR Chairman

RE: Answering the Media's Five Toughest Questions

Executives often rail at the news media's lack of knowledge about complex business issues. So, it's ironic that these same executives are not prepared to answer the simplest of media questions about their company and its products and services in language reporters can understand and pass on to their readers, viewers, and listeners.

To be prepared for any interview, you should be ready to answer each of these five tough questions in 60 to 120 words. Each answer should reflect your communications objective with at least two important, plain-language messages about you or your company.

Here's a checklist of the five toughest news questions you'll ever be asked:

- What does your company do?
- What do you do in the company? (So your mother or brother can understand.)
- Where does your company fit into your industry?
- What does your company give back to the community?
- What is your company doing to advance women and minorities?

If you can't answer these simple questions, you're not fully prepared for media interviews. If you're not ready, don't expect the media to tell your organization's story for you. Only you can tell it the way you'd most like to have it told.

Copyright © 1987, 1989, 1993, James E. Lukaszewski. All rights reserved.

The Lukaszewski Group Inc. ■ Ten Bank Street, Suite 530, White Plains, NY 10606-1952
Telephone 914.681.0000 ■ Facsimile: 914.681.0047 ■ tlg@e911.com ■ www.e911.com