

Quote Controller Worksheet

In **50 words or less**, what would you like to communicate the public by way of your media interview.

List no more than **five essential facts** regarding this issue that may be of interest to the reporter (10 words max. per item):

- 1.
- 2.
- 3.
- 4.
- 5.

What are your **three main message points** (eight words max. per item):

- 1.
- 2.
- 3.

Please **create quotable sound bites** for each of your message points. A quotable sound bite must have one or more of the following **"A BEACH PRO"** elements:

- **Analogy** (ex: It's like using a corkscrew to pull out the blood clot.)
- **Bold Action Words** (ex: This invigorates cancer treatment for ...)
- **Examples** (ex: When I attended medical school, I...)
- **Emotions** (ex: I am ecstatic that ...)
- **Absolutes** (ex: We will not take 'no' for an answer.)
- ***Attacks** (ex: He couldn't manage his way out of a brown paper bag.)
- **Cliches** (ex: If it sounds too good to be true, it probably is.)

- ***Humor** (ex: The UCLA cafeteria food is so tasty and nutritious that doctors and patients from other medical centers travel across town for a good meal.)
- **Pop cultural references** (ex: She's the Michael Jordan of neurosurgery.)
- **Rhetorical questions** (ex: Why is the replacement hospital so important to our future? Let me tell you...)
- **Opposition quotes** (ex: Our competitors say, "UCLA doctors don't know when to give up." We are guilty as charged. We will do....")

***Caution:** Attacks and humor can easily backfire. These interview tactics should be used sparingly and with deliberate thought.

Note: Abstract message points will **NOT** be quoted. You must have one or more of the above elements in every message point if you wish to be quoted regarding your message.

Create two sound bites for each message point:

Message Point 1

- Sound bite 1:
- Sound bite 2:

Message Point 2

- Sound bite 1
- Sound bite 2:

Message Point 3

- Sound bite 1:
- Sound bite 2: