



# RNC COMMUNICATIONS



## Media Tips

- ✓ Always **clearly establish your ground rules before ever commenting**. Make sure you and the reporter define what exactly “off the record” or “background” or “on the record” means before you agree to the terms.
- ✓ You’re not trying to convince the reporter that you’re right—instead your job is to **use the reporter as a vehicle** to speak to the person reading/watching/listening at home.
- ✓ Don’t be afraid to **challenge the question if it has a flawed premise** or if it’s a hypothetical question.
- ✓ Never repeat a negative question—always **use your own words to define your positions**. Don’t use the reporter’s words or those of the opposition to make your points.
- ✓ One way to combat a flat performance is to **slightly raise the volume of your voice** (10-15%) for more energy.
- ✓ Always **assume you are being recorded** even if the interview hasn’t started.
- ✓ **Gestures help you organize your thoughts and better share your points. Always use gestures.**
- ✓ The **best color for television is blue**—solids are always the best and how you look should complement what you say.
- ✓ What you wear is important. **Patterns, color, and contrast look different on camera**, so stay away from busy designs and avoid pastel colors.



## Going on Radio

- ✓ Always **take talking points and notes with you** so you can glance at them during the interview.
- ✓ If you’re calling in, **you may not get a final warning before you are live** and on air, so be ready to go quickly at any time.
- ✓ People are often listening to the radio while doing other things like driving, ordering food at the drive thru, answering phone calls, or simply scanning through stations. **Keep your answers to around 30 seconds or less and repeat your themes** in each answer so more people will hear your points.
- ✓ **Treat crazy callers with respect**—those listening can tell when a person is being crazy or rude. Use the time in answering their “question” to simply talk about what you want.



## Messaging Points

The potential of a ‘President Hillary Clinton’ unifies all Republicans. America can’t afford to double-down on the Obama presidency. Now is the time to unify.

The RNC had a handful of staff in key states at this point four years ago. The Party’s footprint is now over 1,300 strong in battleground states, not to mention the tens of thousands of volunteers who will help propel Donald Trump to the White House.

Republican turnout is at historic levels; our ground game is the best in our party’s history; and, the RNC has raised more money this cycle as an opposition party than ever before. We have the operation and the candidate to turn away our country from the disastrous policies of Obama-Clinton.

The RNC hired the first state directors in key battleground states over 1000 days ago, while Hillary Clinton and the DNC are just now parachuting staff into key states.

We’ve had enough Clintons in the White House. Even Democrats don’t trust Clinton and we can’t afford another crooked politician.

Hillary Clinton not only represents eight more years of Obama-style liberalism, but also 100 years of an extreme liberal Supreme Court.

Hillary Clinton will appoint far-left justices to the Supreme Court who want to fundamentally change the direction of the country for decades with extreme rulings on guns, campaign finance, executive orders, and regulations.

We need to put America first, but Hillary Clinton’s approach to national security will only be an extension of Barack Obama’s dangerous policies that have weakened our standing in the world.

As the architect of Obama’s failed foreign policy, at every turn Hillary Clinton abandoned our allies, and emboldened our enemies. America is less safe because of Hillary Clinton and Barack Obama.

Hillary Clinton’s reckless attempt to hide what she was doing as Secretary of State put our national security at risk and shows she cannot be trusted in the White House.

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