

## **Covering Speeches Tipsheet**

By Doug Cospers

- Be prepared, do the research on the speaker.
- Arrive early, leave late.
- Sit up front where you can see the action.
- Note the mannerisms of speakers and audience.
- Get business cards for correct spelling of names and titles.
- Cover the event – look around the edges at the audience (size, reaction).
- It's ok to clarify quotes after the speech, also to get new quotes and angles.
- Be sure you have the 5Ws and H in your notes.
- **WRITE WHAT WAS SAID, NOT THAT SOMEONE GAVE A SPEECH.**