



onMedia – Getting Good Quotes and Voice Clips

Good quotes/voice clips/sound bites will lend your stories credibility, liven them up and put a human face on even abstract topics.

Pick your quotes carefully. Like a spice, if used wisely they'll add flavor and kick but you don't want to overdo it.

Good quotes:

- **Contain an opinion**
- **Express emotion**
- **Explain something in an interesting way**
- **Reflect someone's personality**
- **Are sometimes funny**

Weak quotes:

- **Give background or factual info that the reporter could say better in less time**
- **Are unclear or confusing**
- **Contain jargon/specialized language the general public might not know**
- **Are dull**

You can still use info from an interview even if it wouldn't be a good quote – simply use an indirect quote/paraphrase.

Direct quotes: exact transcriptions of what a person said. In quotation marks.

“Their ultimate sacrifice is yet another example that freedom is not free. In fact, sometimes it comes at a great cost,” said US General Roger Brady.

Indirect quotes/paraphrase: reflect the meaning what a person said, but wording is not exactly the same. No quotation marks needed.

Speaking at the ceremony honoring fallen soldiers, US General Roger Brady said the servicemen's sacrifice was an example of the high cost of freedom.