

Dealing with Media

Overview

- Why Interviews are Important
- Should I or Shouldn't I
- A look at the News media
- Getting Ready
- Making it Happen
- Follow-up

Why Interviews are Important ?

- Chance to Reach Large Audience
- Opportunity to Tell Your Story
- Opportunity to Inform
- Opportunity to Address Public Concerns
- Opportunity to set the Record Straight
- Opportunity to Apologize
- Opportunity to Reinforce Credibility

Should You or should not you ?

- Few Blanket Rules
 - Never talk to strangers
 - Gain time
- Ask Your Public Affairs communication Office for Help
- Get Some Background Before Committing
- Gut Feelings Are Important

A look at the news media

- IT's a Business
- Markets and Sophistication
- They Do Make Mistake
- Demanding a Retraction
- Facts versus Opinions
- Few Reporters Are Decision Makers
- Get to Know Local Management

Getting Ready

- Develop Strategy
- Research the Reporter
- Refine and Practice Your Message
- Confirm the Details and Ground Rules
- Review the News of the Day
- Remember, You are the Expert

Making It Happen

- A Prepared Pocket Card May Help
- Arrive Early, Check out the Setting
- Appearance and Makeup Are Important
- Get Your Points in Early
- Take the Mother-in-Law Test
- Be Yourself

Staying in Control of an interview

- The Importance of Staying in Control
- You Don't Have to Accept a Reporter's Premise
- Tell the Truth
- Avoid Arguments
- You Are Always on the Record

Staying in Control of an interview

- Use Examples, Illustrations, Brief Anecdotes
- If You Can't Speak to the Questions, Speak to the Issue
- Above All Else, Stay Likeable

Follow-up

- Review the Article or Tape
- Inform the Chain of Command
- Provide Feedback
- Leave a Record for Your Successor