

NACCTFO WORKSHOP

July 2008

Getting the Media To Work For You Agenda

1. Overview/Introductions
2. The Media:
A Look Inside the Industry
3. When the Media Calls: Do's and Don'ts
4. The Noon Show Scenario:
Preparing To Tell Your Story
5. The Crisis Interview:
Making Lemonade out of Lemons

The Media Industry: Why Do They Do What They Do?

- It's a Profit-Making Business
(It's Audience, Stupid)
- It's a Deadline Business
(We Must Have It by 5 pm)

The Media Industry: Who Are They?

- Neither Friend nor Foe: Just a Messenger
- Generalists, not Specialists

The Media Industry: How Do They Define “News”?

- Conflict (Protagonist vs Antagonist)
- Narrative (There’s a Story To Be Told)
- Familiarity (Easy To Explain)
- Novelty (Twist on the Familiar)
- Timely (Need a Peg)
- Visual
- Fits Media Routines

Effective Interviews: What To Do

- Prepare, Prepare, Prepare
- Be Credible
- Be Correct: If You Don't Know,
Don't Guess
- Be Quotable

Effective Interviews: What To Do

- Use Specifics/Statistics
- Use Analogies/Comparisons/Contrasts
- Use Anecdotes/Stories

Effective Interviews: What To Do

- Use Short Sentences/Clear Language
- Control the Dialogue
- Set a Deadline for the End of the Interview
- Match Your Manner to the Topic
- Flag Key Points

Effective Interviews: The Bridging Technique

- Bridging = Going From Where You Are To Where You Want To Be
- Don't Evade—Restructure
- Asked About a Problem? Talk About a Solution
- Don't Become Fixated by the Question: Talk About the Issue
- Bridging Phrases:
 - “Let's Look at That Another Way...”*
 - “But the Real Issue Here Is...”*
 - “No, I Cannot Answer that But I Can Say That...”*

Effective Interviews: What To Avoid

- Don't Ramble/Avoid the Dead Air Trap
- Don't Use "No Comment"
- Don't Treat Reporters as Adversaries
- Don't Sugar Coat
- Don't Repeat Negatives Asked in a Question

Effective Interviews: What To Avoid

- Don't Go Off the Record
- Avoid Jokes/Quips/Sarcasm/Flip Remarks
- Don't Fall for the A or B Dilemma
- Don't Answer "What If" Questions

Effective Interviews: What To Avoid

- Don't Step Into the Absent Party Trap
- Don't Use Jargon (Especially Acronyms)
- Don't Think You Must Answer Every Question
- Don't Automatically Accept a Question's Premise