



Simple Steps To Public Communication





Objectives

- Understand the importance of communicating with the public and media – what influences their interests
- The role of the media & needs
- Key points of a successful interview

Public Interest

- Public trust and support
- Effective communication - information, explanation





Why Work with the Media?

- Responsibility to inform public
- Public support is vital
- Opportunity to tell our story
 - Influence outcome
 - If we don't, who will?

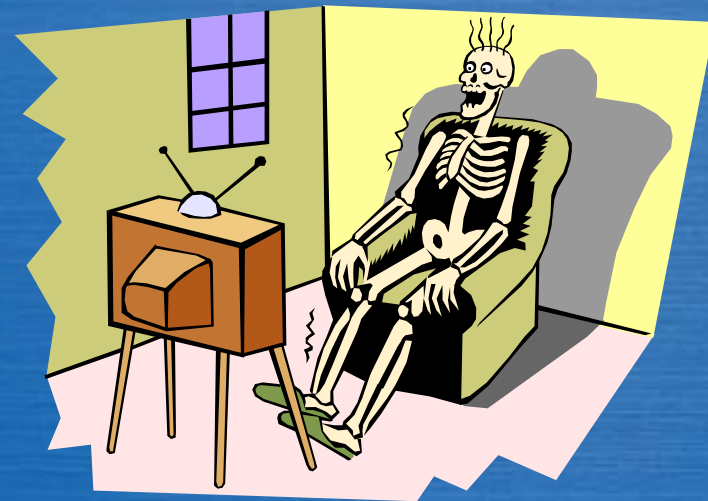




The Business of News

What makes it news?

- Timely
- Conflict
- Prominence
- Mistakes
- Human interest
- Crisis



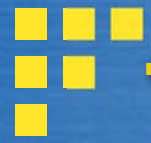
“We are in the same tent as the clowns and the freaks—that’s show business.” -- *Edward R. Murrow*

The Business of News

Trending news sources

- Blogs
- You Tube
- Twitter
- On-line sites
- Instant messaging
- Mobile devices





The Business of News

Formats

- Television: 30 sec stories, visuals
- Print: details, first two paragraphs
- Radio: immediate, create mental images

Role of Media



Perception is reality

Allies

Wide reach

Provide link between agency
and the public

*Always be the first, best and the most credible source of
your own bad news*



What the Media Needs

News/information

Interviews

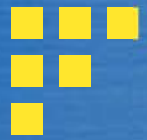
Accessibility

Sensitivity to deadlines

Fairness

Visuals





Elements of a good interview

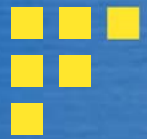
Inverted pyramid

Key Messages

take-away message

Correct, Clear, Concise, Credible, and
Colorful





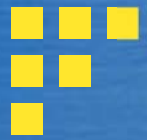
Elements of a good interview

Non-verbal communication

5th or 6th grade comprehension levels

$27 = 3 \times 9$

27 words or less, 3 messages, 9 seconds



The interview

You have the right:



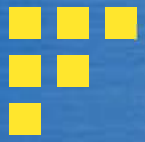
Know that you are being interviewed

Know the format of the interview

Accept or reject the interview

Express yourself & make your points

Have the PAO present as third party



Preparation

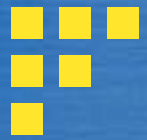
What's the format: live or taped? print or broadcast?

What's the story line – what prompted the story?

What is their deadline

Who should give interview





Preparation

Define an objective

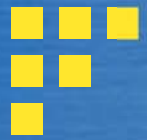
Know your audience

Key messages

Rehearse

Provide background





Communicating your message

Keys to Key messages

Think in sound bites

Clear & simple English

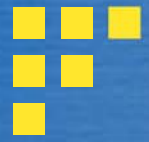
- avoid jargon

Make it memorable

Rephrase negative questions



Go ahead, make my day



Communicating your message

Don't speculate

Silent pauses are OK

Stay in your lane





Interview Techniques

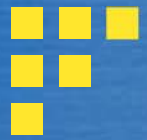
Flagging is:

Stating what people should remember

Underscoring, verbally and nonverbally, what's important



“What’s really critical about this issue is...”



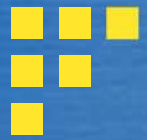
Interview Techniques



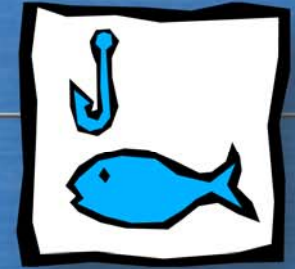
Bridging

Don't wait for right question to be asked - move beyond the question, then *bridge* to your message

Specifically: Answer a direct question, but then bridge with – “*What’s important to remember about this issue is....*”



Interview Techniques



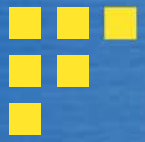
Hooking

Take every opportunity to focus on what YOU want to talk about – promote YOUR agenda

Force interviewer to follow your lead:

“You haven’t asked me the most important question, which is...”

You don’t have to actually be in the middle of an interview to hook the reporter into your agenda



Interview Techniques

When the Going Gets Tough

Off the Record – DO NOT go there

Loaded Question – negative premise

Irrelevant - no bearing on your objective

Hypothetical question – asked to predict the future

Entrapment – cornered and defensive

Silence – Do Not fill the void by talking



WHAT **NOT** TO WEAR

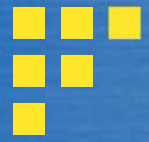


AVOID

- Stripes, patterns, plaids
- White shirts/blouses
- Large, bright jewelry
- Displaying cleavage
- Hats & sunglasses

Do Wear

- Conservative attire
- Solid colors
- Dark pants
- Uniform



During the interview



Look at the reporter

Sit or stand in a comfortable manner

Project your voice

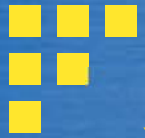
Avoid annoying habits

During the interview

Be honest - say “I don’t know”
when you don’t

If you stumble, ask to start
over





You're In Control

Bottom line is:

If you don't help tell your
Agency's story, who will?

