

Utilizing the News Media



Are People Missing
your Message?

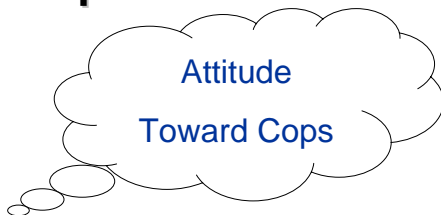
Roger Mayberry, NFOP
Field Representative



Thinking Like a Reporter



Thinking Like a Reporter



Attitude
Toward Cops

Thinking Like a Reporter



Work Ethic

The Three Major News Media



Print



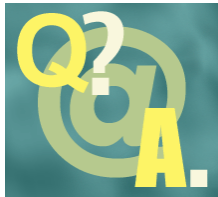
Radio



TV



A Pop Quiz





1.

Generally, I'll be given the most time to express myself in a _____ interview.



1.

Generally, I'll be given the most time to express myself in a **PRINT** interview.



2.

I'm most likely to be caught off-guard in my remarks in a _____ interview.



2.

I'm most likely to be caught off-guard in my remarks in a **PRINT** interview.



3.

The most risk of being perceived inaccurately by the public results from doing a _____ interview.



3.

The most risk of being perceived inaccurately by the public results from doing a **PRINT** interview.



4.

I have an opportunity to make the greatest impact on the public by doing a _____ interview.



4.

I have an opportunity to make the greatest impact on the public by doing a **TV** interview.



5.

If I'm knowledgeable about Lodge business but have a bad memory for details, dates, figures, I'd be at my best in a _____ interview.



5.

If I'm knowledgeable about Lodge business but have a bad memory for details, dates, figures, I'd be at my best in a **RADIO** interview.



6.

My personality is most likely to be accurately revealed in a _____ interview.



6.

My personality is most likely to be accurately revealed in a **TV** interview.



7.

The most challenging and difficult type of interview is the _____ interview.



7.

The most challenging and difficult type of interview is the **TV** interview.



8.

Generally, I'll be most pressed for time while doing a _____ interview.



8.

Generally, I'll be most pressed for time while doing a **TV** interview.



9.

My rapport with the interviewer is most important in a _____ interview.



9.

My rapport with the interviewer is most important in a **PRINT** interview.



Of the three media, more of my message is likely to get across accurately in a ____ interview.

•



Of the three media, more of my message is likely to get across accurately in a **TV** interview.

•



How Much Do You Know About The Media?



True or False



Credentials of guest experts appearing on TV & radio programs are normally verified by production staff.





False



True or False



It has been demonstrated by research that if broadcast and print journalists are biased in any way, they are able to keep those personal biases from influencing their work.





False



True or False



If you have been the subject of a newspaper article or magazine feature, you can expect that the writer of the piece will run it by you before it appears in print.





False



True or False



Truth is the media's first requirement when choosing content for programs and publications.





False



True or False



During television and radio call-in programs, callers are put on-the-air in the order in which they call.





False



True or False



Traditionally, the media
and law enforcement
get along very well.





False



The Ethics of a Good Relationship with the Media





On The Record



Off The Record



On Background



Truthfulness



The Public's Expectations

Plan before you pitch

- Who is my target?
- How can I reach them?
- What should I say?
- How should I say it?
- When should I say it?



Rules To Live By

- Never lie
- Reporters Aren't The Enemy
- When You Don't Know, Say So
- When You Can't Talk, Say So



More Rules to Live By

- Know Legal Limits To Your Comments
- Remember The "Front Page" Test
- Understand the Job of a Reporter
- Thick Skin & Sense of Humor Will Protect



Preparing for an Interview



Buy time

Don't allow an interview the minute the reporter calls. Say you are in the middle of something, but would like to be part of the story. Find out the deadline



Preparing for an Interview



Identify your agenda

Gear that agenda to the audience

Decide what you shouldn't say





Answering Techniques



Bridge back to the message



Possible Bridges



"The real issue is..."

"Or another way to look at it is..."

"You might also want to know..."



Possible bridges



"Let me put that in perspective..."

"However, our research shows..."

"That's only one way to look at it..."

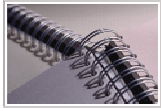


Possible Bridges



"There's something else to
consider..."

"The main thing to remember is..."



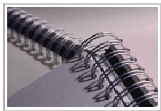
Answering Techniques

- Stay positive, and
- Hold your ground
- Show empathy and concern



Answering Techniques

- Hesitate to Speculate
- Correct False "Facts"
- Don't Let Reporters Put Words in Your Mouth



Answering Techniques

- Don't Be A Know-It-All
- Don't Fill Silences
- Use the Reporter's Name



In Interviews, You Should:

Avoid negatives

Consider what your words will
mean to others

Look at each question from the
public's point of view

Questions



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