



Thinking Like a Reporter



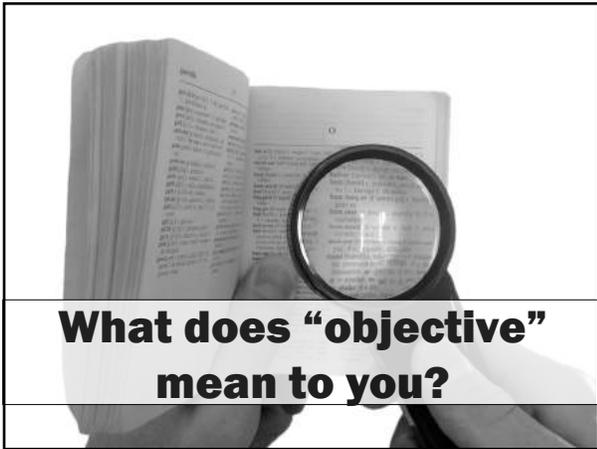
Views of Government



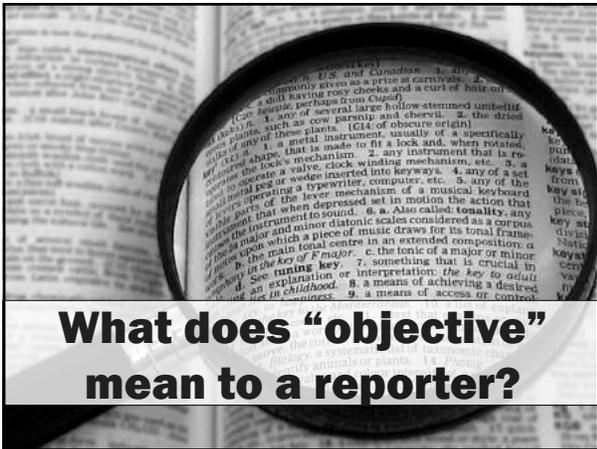
Outsider View – Misconception



Defining “objective”



What does “objective” mean to you?



What does “objective” mean to a reporter?







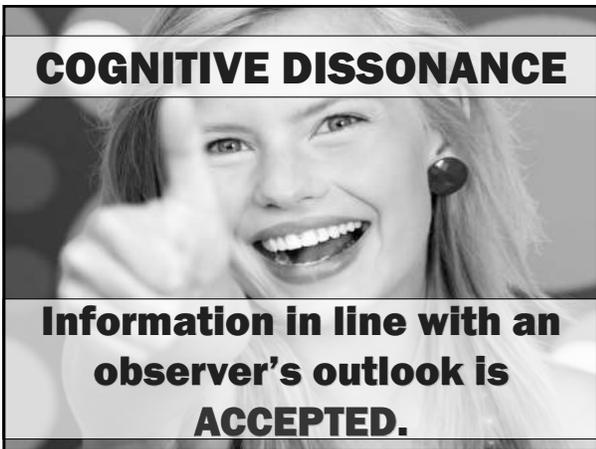


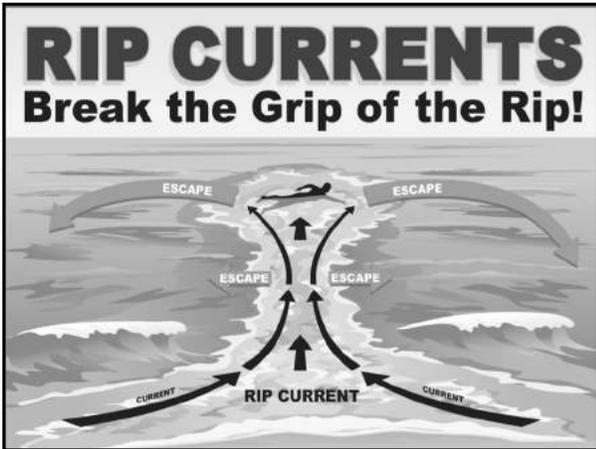
















TELL IT:

Fast

Truthfully

All at once







NARRATIVE













**General
(noncommittal)
Responses**



aka "holding statements"

Categories:

Aspirational

Procedural

More to Come

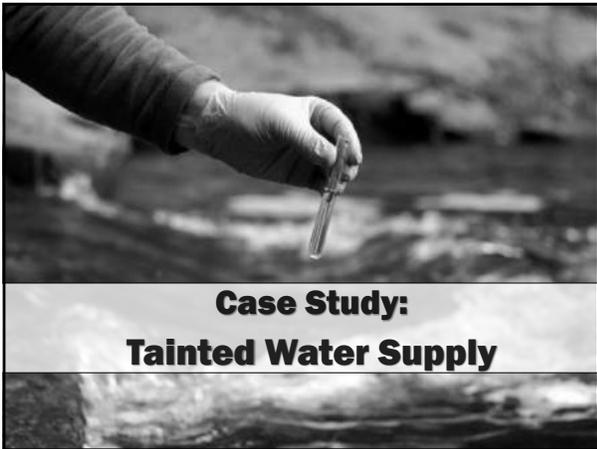
Gag Order



Ask Yourself:

**What can you say
that WON'T
change?**





**Case Study:
Tainted Water Supply**

“Our goal is to provide clean and safe water to everyone in our community. We have dozens of safeguards to protect our water. When there’s a threat to our water supply, we want to act quickly to keep people safe.”

Aspirational

“When there’s a problem with our water supply, our safety professionals work closely with health department officials to test, treat, and monitor the water.”

Procedural



“We take water safety seriously. We know it’s important. That’s why we’re taking the time to carefully review the facts before we brief the public. As soon as we know more, we’ll respond with greater detail.”

More to Come



“The Health Department and MD EPA have asked us to not discuss the details of the water testing until all lab analysis is complete. Until that happens, we can’t speculate or talk about it further.”

Gag Order

KEY POINT:



Get Crisis Communications Help

KEY POINT:

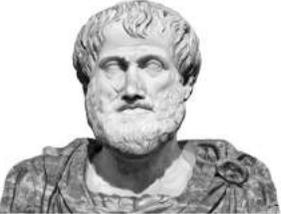
Get my emergency tips card

**tinyurl.com/
MediaEmergencyCard**

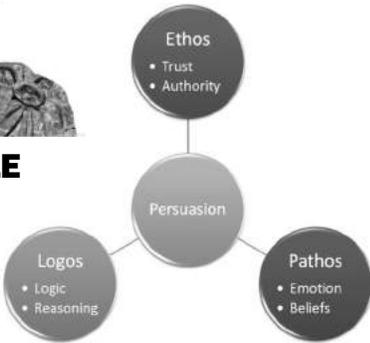
In a crisis, who will talk to the press?



-Competent
-Credible
-Caring



ARISTOTLE



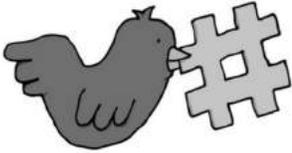
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graph TD; Ethos((Ethos  
• Trust  
• Authority)) --- Persuasion((Persuasion)); Logos((Logos  
• Logic  
• Reasoning)) --- Persuasion; Pathos((Pathos  
• Emotion  
• Beliefs)) --- Persuasion;
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GOAL: "They GET it."

In a crisis situation – create your own hashtag early on to help control the Twitter stream

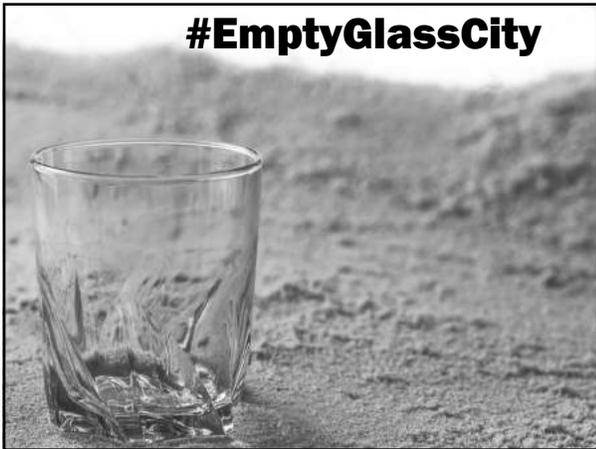
If you don't, someone else will





Toledo 2014

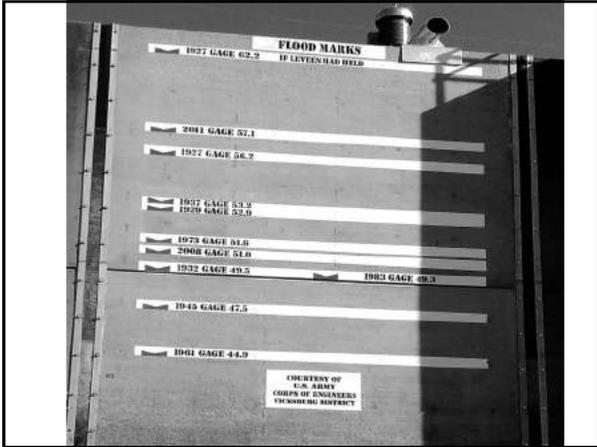












KEY POINT:

VIDEO
makes
things more
URGENT

While we're waiting for approval of our message...



KEY POINT:



Give our side first or fast

Lessons



Reporters will go to air/print even when they don't know the facts

Why We Speak In Sound Bites

THE INCREDIBLE SHRINKING SOUND BITE

According to the Washington, D.C. based Center for Media and Public Affairs, the average network sound bite has shrunk to just 8 seconds from 42 seconds in the 1968 Presidential election.

...that the campaign's position as their media events. But they also sought to regain objectivity by exposing the artifice of the images, by calling constant attention to their self-conscious design. The language of political reporting was filled with accounts of staging and backdrops, camera angles and



Thinking Like a Video Editor



8th Grade English



Oldest Person at the Thanksgiving Table



Use POWER Words



LIFELINE OF OHIO POWER WORDS:

**“RECOVER organs”
... not “HARVEST organs”**

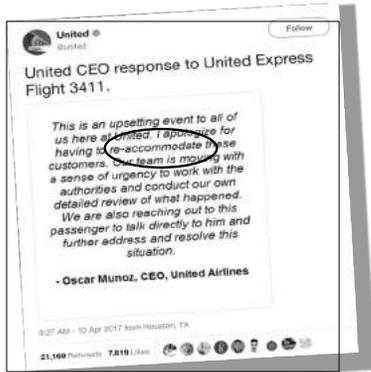
**“A person’s DECISION”
... not “A person’s WISHES”**



BAD Power Word Choice:



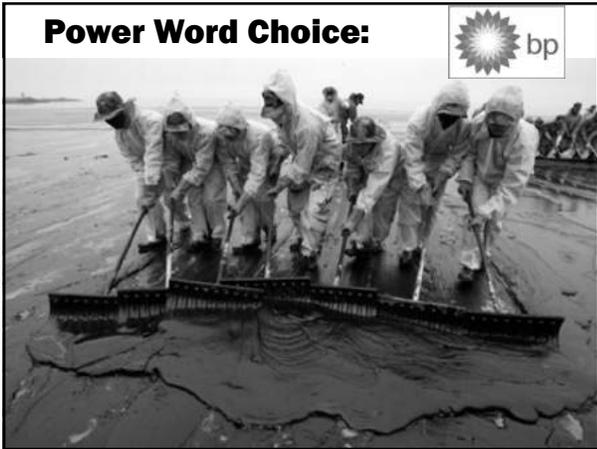
BAD Power Word Choice:



BAD Power Word Choice:



Power Word Choice:



LEAK
or
SPILL





Message Discipline



Traffic Light

Red Light
Information you **MUST NOT** talk about –
illegal, unethical, unprofessional

Yellow Light
Information you'd **RATHER NOT** talk
about – not important or distracting
from message

Green Light
Information you **WANT** to talk about –
your message

MESSAGE DISCIPLINE =



STICK TO THE GREEN LIGHT



Don't use the words of the opposition or reporters



Reverse the viewpoint of the issue

They say / DON'T Say	
Will you resign?	I will not resign.
Was this incompetence?	This wasn't incompetence.
Is our water poisoned?	Our water isn't poisoned.

They say / DO Say

**Will you
resign?**

**I will continue to
lead this effort.**

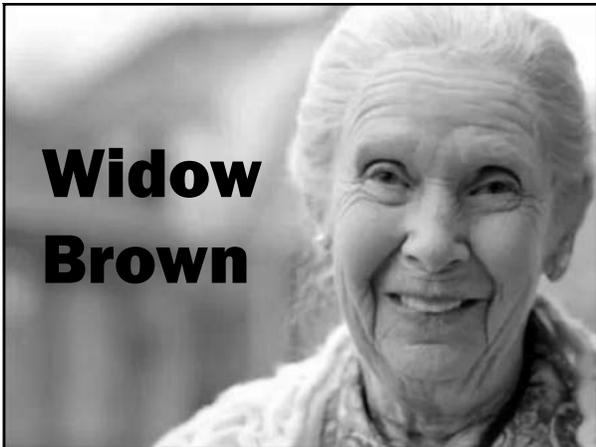
**Was this
incompetence?**

**We are doing the
best we cay.**

**Is our water
poisoned?**

**This water is
unsafe to drink.**







Traffic Light



Red Light
Information you **MUST NOT** talk about – illegal, unethical, unprofessional

Yellow Light
Information you'd **RATHER NOT** talk about – not important or distracting from message

Green Light
Information you **WANT** to talk about – your message

Green Light



Your three most important messages, such as:

Examples of hard work or good effort

Your mission

Why this matter is important



Yellow Light

- Answers to hypothetical questions**
- Facts that place you in bad light (unless inoculating)**
- Your personal opinion**
- Rumors**
- Information about process and procedure**



Red Light

- Comments critical of sympathetic victims**
- Privileged or confidential information**
- Investigative materials**
- Defamatory comments**
- Lies**



Beware of the danger of over-reassurance

When things are bad, don't say things are fine



GOAL:

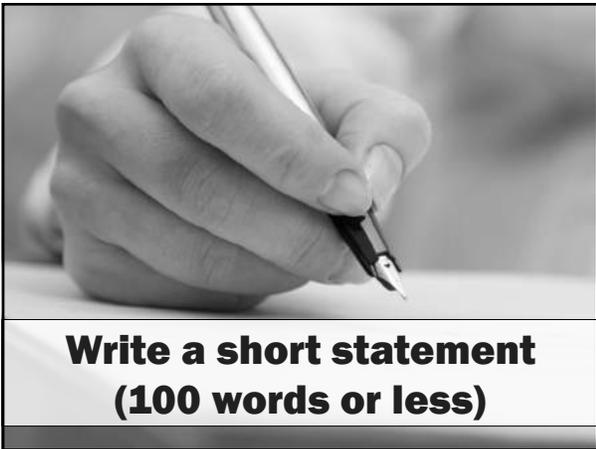




Your actions/gestures matter









Have your team review the statement



Release it Internally



Post it on social media

**Use
Dropbox
and Twitter
to Push Out
Press
Materials**



Dropbox



Sign Up ▶



Tinyurl.com/TryDropbox2018



**Send it to local news
media, noting who the
statement is from**









Update it accordingly



**If TV/radio reporters are gathering,
prepare a crowd-controlled area for
briefing**

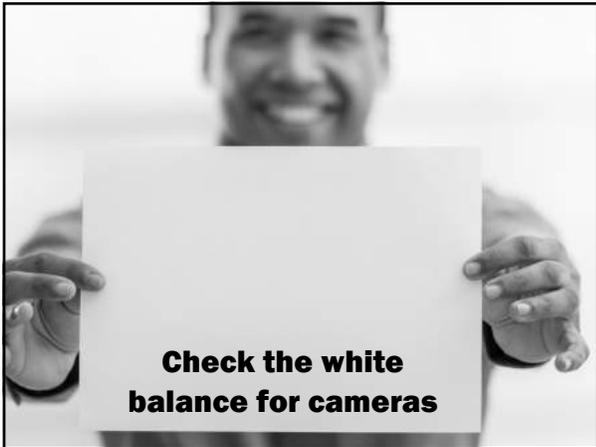








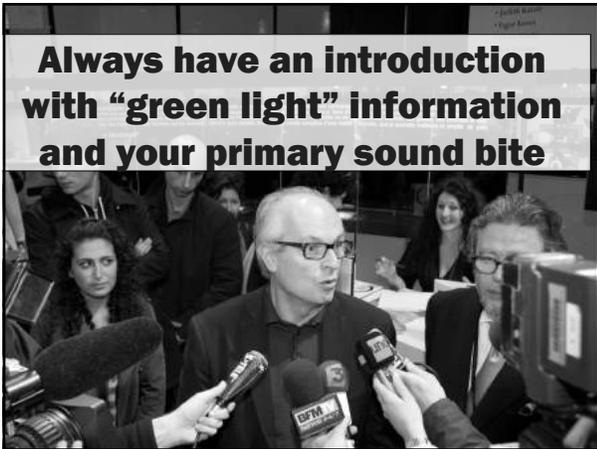










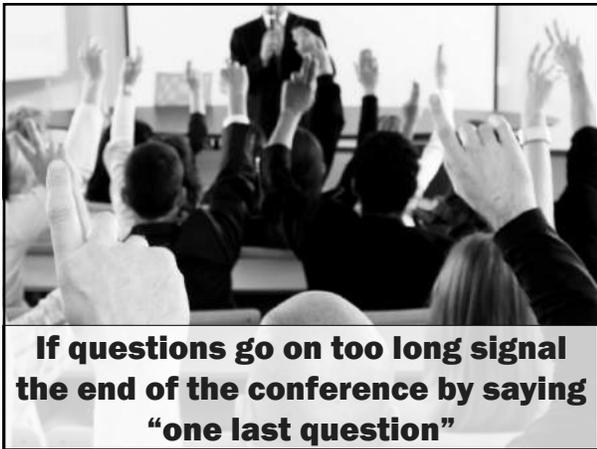




Restate the statement released on social media



The main speaker begins by introducing himself and other participants or refer to handouts



If questions go on too long signal the end of the conference by saying "one last question"









	CHECKLIST: Who are your top stakeholders?
	What are the most likely questions they will ask?
	Which can you answer now?
	When can you answer the other questions?



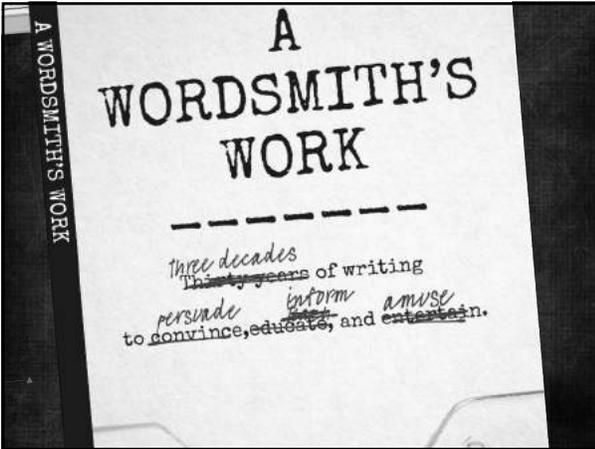




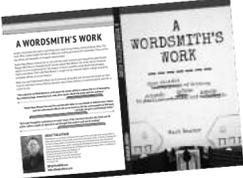




Half day or full day



CHAPTERS ON:



- 1. How to write op-eds**
- 2. How to write speeches**
- 3. Sharpen writing skills**
- 4. Crisis Communications**

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