



DEALING WITH THE MEDIA

"If you don't read the newspaper you are uninformed, if you do read the newspaper you are misinformed." (Mark Twain)

Why should I be involved?

To correct misconceptions
 To give a positive balance
 To share good news and get known
 To add the "Adventist" advantage

The kind of stories the Media like:

Topical
Relevant
Unusual
Trouble
Human Interest

What to do when the phone rings:

- **Be friendly and helpful.**
- **NEVER say "No Comment".** It means you have something to hide.
- **Buy some time/slow down.** "Give me 20 minutes and I'll get back to you".
- **Get the facts you need.** "What information do you need?" "How much detail do you need?" "What angle are you following with the story?"
- **Consult higher if you can.** Who should be aware of this story? Who has the facts? Who is the best spokesperson?
- **Get back to the reporter.**
- **ALWAYS meet your deadline.**

Interview techniques:

- Prepare message points of the 3 main things you want to say.
- Focus on your answers whatever the question.
- Look for Sound Bites (they may use less than 20 seconds of your interview).
- Avoid the negative.
- If you get off course use a "bridge" of some sort.

A few tips:

- Reporters are just doing their job.
- You are the expert.
- You can control the interview.
- Keep on the subject using message points.

