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Here are some general suggestions for dealing with the media:

1. Plan, prepare, and practice.
2. When the press calls, what should you do?
 - a. Don't answer questions "on the fly."
 - b.
 - i. Do ask questions of the reporter.
 - ii. When is your deadline?
 - iii. When can I call you back?
 - iv. Who else have you interviewed?
 - v. Who else do you plan to interview?
 - vi. How did you hear about this?
 - vii. Where did you get your information?
 - viii. Ask for copies and other supporting comments.
 - c. Don't immediately dismiss the notion of speaking to the reporter.
 - d. Promise to call back, hang up, then call back!
3. Determine worthiness.
 - a. Should you do the interview?
 - b. What do you stand to gain . . . or lose?
 - c. Do you have or can you get all the facts?
 - d. Can you do the interview without getting defensive?
 - e. No comment implies guilt.
4. Determine your key messages.
 - a. What is the issue?
 - b. What is your involvement in the issue?
 - c. Why is it important? Who cares?
 - d. What kind of analysis can you provide?
 - i. Statistics
 - ii. Facts
 - iii. Clear statements that can back up your point
5. Key messaging.
 - a. Conclusion – a sound bite always begins with the conclusion.
 - b. Evidence – offer one or two brief points of explanation, elaboration or support.
 - c. Meaning – explain how it will affect the viewer/reader.
 - d. Answer directly, honestly, and truthfully.
 - e. Be strong, positive, and committed in your response.
 - f. Cite evidence, facts, and proof.
 - g. Cite benefits.

- h. End on a short, punchy, and decisive note.
6. Anticipate reporter's questions:
 - a. Loaded questions;
 - b. Unacceptable alternatives;
 - c. Hypothetical situation; and
 - d. Silent treatment from the reporter.
7. Become a prompt and reliable source of information.
8. Be proactive.
9. Be truthful.
10. Be helpful.
11. Don't get annoyed.
12. Don't seek revenge.
13. Resist attacking the disgruntled owner in speaking with the media.
14. Understand the basis on which any conversation with a reporter is bad.
15. Decide in advance who will be the single spokesperson for the association.
16. Respond succinctly, with brevity, a theme, and a clear message.
17. Consider speaking with a personal media consultant.
18. Always assume you are on the record.
19. "No comment" is not helpful. A responsive, brief, themed comment is helpful.
20. Do not repeat negative statements.
21. Be gracious and maintain your composure.
22. Don't use terms like "us" and "them." Use the "community," the "owners," etc.
23. Be public, not private.
24. Reflect community desires.
25. Always be impartial.
26. Don't make threats.
27. Represent everyone.