



Tuesday, May 23
8:30–10:30 am

602 Media Awareness Training *General Session*

Gail Hogan
Vice President - Marketing
Reputation Management Associates

Anthony Huey
President
Reputation Management Associates

REPUTATION MANAGEMENT ASSOCIATES

GREAT COMMUNICATORS ARE MADE NOT BORN

SEMINAR WORKBOOK ***ASSOCIATION OF CORPORATE COUNSEL***

Reputation Management Associates

2079 W. Fifth Avenue • Columbus, Ohio 43212 • Tel: (614) 486-5000 • Fax: (614) 487-7203
Email: info@media-relations.com • Web: www.media-relations.com

© 2005 Reputation Management Associates
Reprint With Permission Only

Prepare to Deal With the News Media

The definition of a bad day could be arriving for work to find a “60 Minutes” news crew camped in the lobby. But even a routine call from a local reporter is enough to cause panic: “What do they want?” “Why us?” Increasingly, business and management news is front-page news. Pieces about recalls, chemical spills, pesticide damage, school and workplace violence has replaced crime on the front page. Business and government news is hot. In the “snap of a finger” your organization or community can be launched into national prominence. And that leads to the real question: Is your organization ready for intensive news media scrutiny? Are directors and front-line staff ready to answer burning questions from a reporter or news team?

Workshop Schedule

- Media Seminar Goals
- Overview of Reporters/Legal Speak
- Presentation – Performing for the media
- Keys to Doing a Good News Interview
- Response Techniques – Four very specific ways to address the questions while making your point
- The Crisis Plan
- Preparing a Media Plan/Agenda
- The Wrong Way – The worst news interview ever!

“It’s never too early to learn how to handle the media – only too late...”

Anthony Huey
President
Reputation Management Associates

Anthony Huey

Anthony Huey has more than ten years of experience in editorial management, media relations, marketing communications and business strategy. His career includes tenures as a news reporter and editor, crisis management specialist and media relations consultant.

As the Senior Editor for *Ohio Magazine*, Anthony was charged with developing, implementing and managing special editorial projects for the nation's second largest privately-owned state magazine. In addition, Anthony was the managing editor of several Central Ohio city magazines; served as the Associate Publisher of *Buon Giorno Magazine*, an International Italian-American publication; and was Vice President of Reputation Management Associates, a leading Ohio-based media training and crisis management firm. An expert on interviewing techniques, Anthony has authored 100s of newspaper and magazine articles throughout his career.

His past client work includes a wide variety of advertising, public relations and marketing initiatives for companies such as Nike, Planet Hollywood, The Limited, Deloitte & Touche, Bank One, Mettler-Toledo, The State of Ohio Division of Travel and Tourism, Ashland Chemical and The Ohio State University, among others.

Anthony holds a Bachelor's degree in Journalism from The Ohio State University.

Gail Hogan

Gail Hogan has 25 years experience in TV and radio news reporting.

Having participated in more than 20-thousand news interviews over the years, Gail is uniquely qualified to pass on her expertise to others who might face a camera.

After graduating with a degree in Broadcast Journalism from the University of Toledo, Gail began her career in radio news in Toledo, Ohio in 1978. Gail then moved to Columbus after being hired by 610/WTVN radio. After working in radio, Gail moved television. Initially, she worked at WSYX-TV as an anchor/reporter, then to co-host PM Magazine at WCMH-TV. She stayed with the company for 16 years as an anchor for the early evening news shows.

Gail also enjoyed working as morning news anchor at Q-FM-96 in 1989-90. She left NBC 4 in 2004, to begin work with RMA.

Gail holds a Bachelor's degree from the University of Toledo, and received an Emmy award for news reporting. She is married to Franklin County Common Pleas Judge Dan Hogan, and they have 3 children, Conor, Kelly and Meggie.

How to Deal With the News Media

Media Interview Tips

- The goal is not always to answer the question
- You want to appear to answer the question...or just satisfy the reporter
- Beware the “inherently honest person” syndrome. (All I have to do is answer the question?)

- Overview of Reporters
- Legal Speak

Conviction & Control

- Conviction
- Control

How to Deal With the News Media

6 Key Points When Addressing a Reporter's Question

- **Keep responses 10 seconds**
- **Always Address, Never Dwell**
- **Say the company name in Every Response**
- **Always End Positive**
- **Never get Angry**
- **Never say "No Comment"**

The 4 Responding Techniques

- **Nuggets**
- **Bridging**
- **Bump & Run**
- **Turn the Tables**

10 Point Crisis Plan

1. **Have a plan**
2. **Select spokesperson & 2 back-ups**
3. **Never say "No Comment"**
4. **Deal with your crisis head-on**
5. **Have all the facts**
6. **Respond to every media question**
7. **Never lie**
8. **Don't Babble**
9. **Never go off the record**
10. **Don't use business jargon**

Key Interview Points

- **Agenda**
- **10 Seconds**
- **Organization Name**
- **Positive**

“CARE”

Do Not:

Volunteer Negatives

Do:

Look for Opportunities

Notes:

The Four Response Techniques

NUGGETS – Ten second answers to questions. Anticipate the question and rehearse your answer. Pre-rehearsed ad libs. Rolodex of the mind. When you answer, make one or two of your best points. Then stop talking and wait for the next question. Be brief. Get to the point. STOP!

BRIDGING – Take a few seconds to address the question and then build a verbal bridge that will take you to where you want to go. “. . . but in the meantime . . .” or “. . . so the point I want to make is this . . .” Then, make your point.

BUMP & RUN – “Bump” the question with a quick answer (yes, no or it’s too soon to tell) and “run” to where you want to go. “Yes, but . . .” or “No, because . . .”

TURN TABLES – Pose a question and quickly answer it yourself. “The real question here is ‘what are we doing about the problem.’ We have a plan . . .”