

PRESS AREA

ECA SERVICES:

- Comprehensive Strategic Communications Plans
- Media Relations
- Media and Crisis Communications Training
- Reputation Management
- Large-Scale Public Campaigns
- Conflict Resolution / Facilitation
- Stakeholder Relations
- Grassroots Coalition Building
- Marketing / Graphics

PRESS AREA

THE PERMANENT PRESS

WHEN YOU'RE ON THE *spot*
OR IN THE *spotlight*

Tips To Working With
Today's 24-Hour Media



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ENVIRONMENTAL COMMUNICATIONS associates, inc.

With today's 24-hour media coverage, **YOUR CHANCES OF WINDING UP IN THE NEWS IS GREATER THAN EVER BEFORE. WHETHER YOU ARE CREATING NEWS OR RESPONDING TO THE MEDIA, KNOWING THE “Do's & Don'ts” OF WORKING WITH REPORTERS IS CRITICAL.**

DO'S

- ***Ask questions when reporters call.*** Find out the nature and deadline of the article in order to prepare facts and figures before the interview.
- ***Prepare three key points to state during the interview.*** Repeat them in the interview at least 2-3 times.
- ***Know your issues and organization's history.*** If you've had past problems, the media knows about them. Be prepared to answer tough questions.
- ***Practice tough questions beforehand with a media specialist or co-worker.*** Anticipating and rehearsing answers to possible questions will help you manage the actual interview with confidence.
- ***Know when to stop talking.*** The media can't print or broadcast something you didn't say.
- ***Be the source, not the subject.*** Don't hide the facts. They will get out somehow, sometime, and it's much better if the information comes from you.

DON'TS

- ***Never speak off the record.*** Today's private comment may be tomorrow's headline.
- ***Never lie.*** Computers offer instant access to all past articles and statements. It is easy to appear contradictory. If you lie, regaining trust will be an uphill battle and a huge expense.
- ***Never make up facts.*** If you don't know the answer, say so and confirm a time that you will get back to the reporter.
- ***Avoid saying “no comment”.*** You'll appear to be hiding something. Instead, tell the reporter you can't answer the question and say why.
- ***Don't lose your cool.*** Keep focused on your message, clarify inaccuracies and continue on.
- ***Don't speculate.*** Watch for “what if” questions that can lead you astray. Acknowledge the question and tell them it would be inappropriate to speculate. Stick to what you know.

ECA specializes in communicating sensitive issues between the media, public, industry and government. ECA develops and produces outstanding educational materials and all related marketing and communication tools for its clients.

Call Environmental Communications . . . before they call you!

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