

DO:

- Tell the truth; tell it all; tell it first
- Get their deadline, get away & prepare
- Return media calls promptly
- Speak in soundbites
- Repeat key messages
- Be concise and clear
- Stay on message
- Stay positive in thought & word
- Tell stories
- Tell your story directly to key audiences
- Bridge frequently to key messages

DON'T:

- Say "no comment"
- Just answer questions - make your points
- Be boring
- Use jargon
- Speak to the media unprepared
- Speculate
- Repeat negative phrases
- Place blame
- Let your guard down
- Lose your temper

Social Media Tips

- Correct misstatements of facts in real time
- Don't get in debates with online trolls
- Offer to resolve issues offline
- Remember you're talking to people reading the comments, not the commenter
- Know how to contact managers or editors of online sites
- Make liberal use of hotlinks to supportive info
- Resist the urge to delete negative posts

Bridging Phrases

"Let me add..."

"It's important to emphasize..."

"Another question I'm often asked..."

"It's too early to talk about that, but what I do know..."

"Let me put this into perspective..."

"I'm glad you asked that... people have that misconception, but the truth is..."

"I can't speculate on what might happen. What I can tell you is..."



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Pre-Interview Checklist

- Reporter's name
- Story topic/angle
- Media outlet
- Your desired headline
- Reporter's phone #
- Your key messages
- Reporter's email
- The most difficult ?'s

• Reporter's deadline

Pre-Interview

- Who is calling?
 - Name, media outlet?
 - Phone, email, fax, Twitter I.D.?
- What is the topic/angle?
- What kind of story?
 - News, profile, feature, Q&A?
- Will story be on the web, in print or both?
- Is anyone else being interviewed?
- How much time do you need for the interview?
- Are you sending a photographer?
- May I provide visuals?

Try To Determine:

- Does the reporter have bias?
- How knowledgeable is the reporter?
- Has reporter done anything else on topic?
- Is the reporter friendly/antagonistic?

For Television / Radio

- Will interview be live, taped or satellite remote?
- Will there be call-ins or emails?
- If live, how long is broadcast?
- What's the format?
 - Interviewer/guest; interviewer/2 guests?
 - Do guests debate? Who speaks first?

For Social Media

- Where did the threat originate (social media or conventional)?
- Who is the source? Is the source an "influencer"?
- Is it catching fire online?
- Are conventional media involved?



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Interview Preparation

Establish ground rules

- On/off record?
- Not for attribution?
- Length of interview?

What are my key messages?

- Support with examples, stories, anecdotes
- Create sharp, crisp soundbites
- Compassion for victims (if appropriate)

Suggest third-party experts

Write down questions I'll be asked (and questions I dread)

- Develop responses

Do I tape the interview?

Practice Q&A

What are people saying on social media?

Provide bios, fact sheets & articles before the interview

Monitor & correct misinformation quickly