





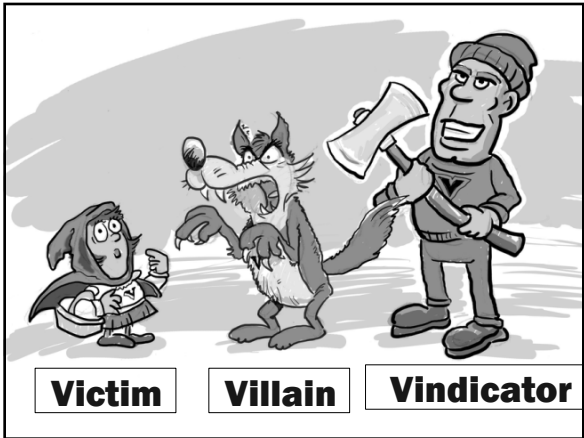


the
LIST

1. **Acting for partisan reasons**
2. **Helping donors**
3. **Seeking higher office**
4. **Trying to please everyone**
5. **Hypocrite**







Lessons



**Giving opponent free reign of media
is never the correct response**

Lessons

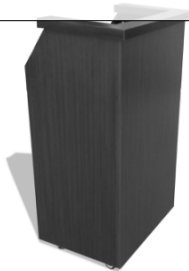


**When you do get your message out,
you're fighting against made up minds**

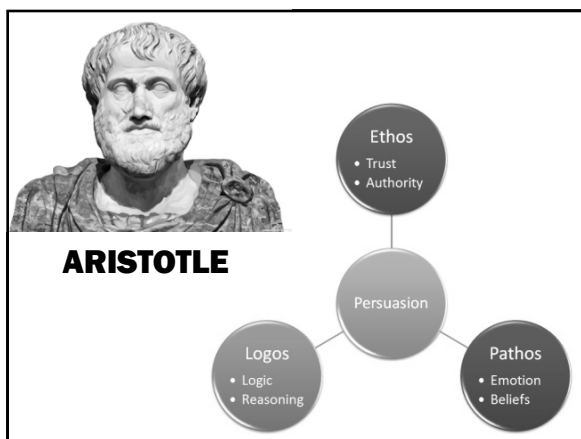


**PUBLIC
OPINION**

**Who will talk to the press –
staff or elected officials?**

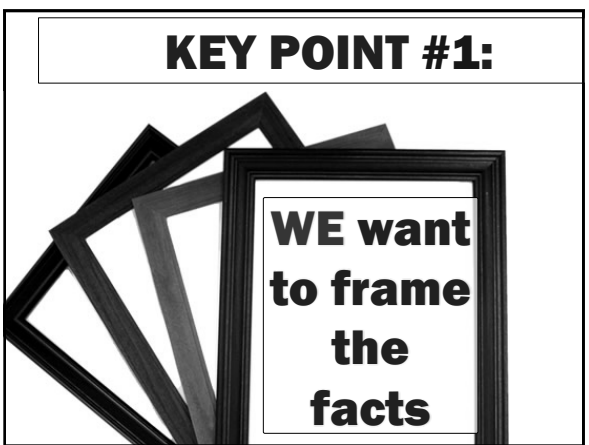












KEY POINT #2:



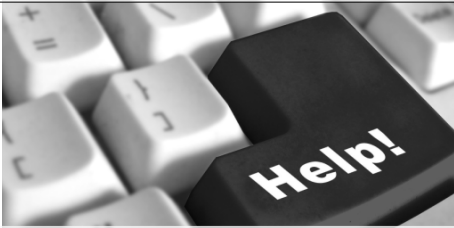
KEY POINT #3:



KEY POINT #4:




KEY POINT #5:



Get Crisis Communications Help

KEY POINT #:



Get my emergency tips card



tinyurl.com/
MediaEmergencyCard

Why We Speak In Sound Bites

THE INCREDIBLE SHRINKING SOUND BITE

According to the Washington, D.C. based Center for Media and Public Affairs, the average network sound bite has shrunk to just 8 seconds from 42 seconds in the 1968 Presidential election.

to the microphone, "I want to tell you that the 1968 presidential campaign had to offer. "Wallace is no answer. Nixon's campaign had to offer. "Wallace is no answer. Sit out this election. And Humphrey's no answer. Muskie made his case for freedom!" When Brody finished, Muskie made his case for freedom ticket. That night Muskie's confrontation with the microphone was a triumph. He was the only candidate to the microphone who did not have a speechwriter. He was the only candidate to the microphone who did not have a speechwriter. He was the only candidate to the microphone who did not have a speechwriter.



Thinking Like a Video Editor



8th Grade English





Personal Examples


Contemporary References

Analogies

Clichés

One-Liners

Absolutes



**Proportional
Numbers**

**Quote The
Opposition**

Humor

Repetition

Alliteration

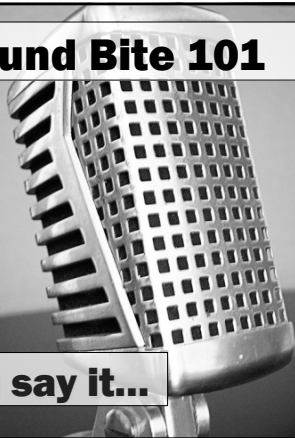


Use POWER Words



Sound Bite 101

Can you say it...



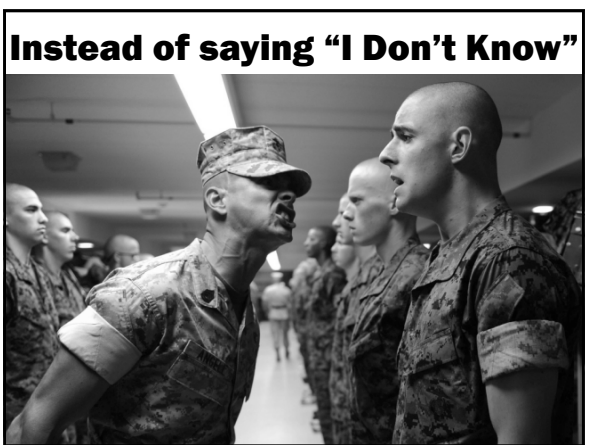


- 1. Why did you run for office?**
- 2. What have you achieved in office?**
- 3. What's the most important issue facing our community?**
- 4. What kind of leader are you?**
- 5. Why are people angry with government?**
- 6. What can you do that another leader can't?**











Say: “I’ll Find Out”

Instead of saying: “What I did to him”






Say: “What he did to me”

They say / DON'T Say	
Will you <u>resign</u>?	I will not <u>resign</u>.
Are you a <u>racist</u>?	I'm not a <u>racist</u>.
Why do you hate ____?	I don't hate ____.

They say / DO Say	
Will you <u>resign</u>?	I will continue to lead this effort.
Are you a <u>racist</u>?	I respect all people.
Why do you hate ____?	Our work helps everyone.





Traffic Light

Red Light
Information you **MUST NOT** talk about –
illegal, unethical, unprofessional

Yellow Light
Information you'd **RATHER NOT** talk
about – not important or distracting
from message

Green Light
Information you **WANT** to talk about –
your message




Green Light

Your **three** most important
messages, such as:

**Examples of hard work or good
effort**

Your mission

Why this matter is important



Yellow Light


**Answers to hypothetical
questions**

**Facts that place you in bad
light (unless inoculating)**

Your personal opinion

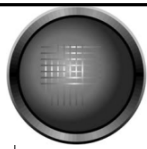
Rumors

**Information about process and
procedure**



Red Light

Comments critical of victims
Privileged or confidential information
Investigative materials
Defamatory comments
Lies

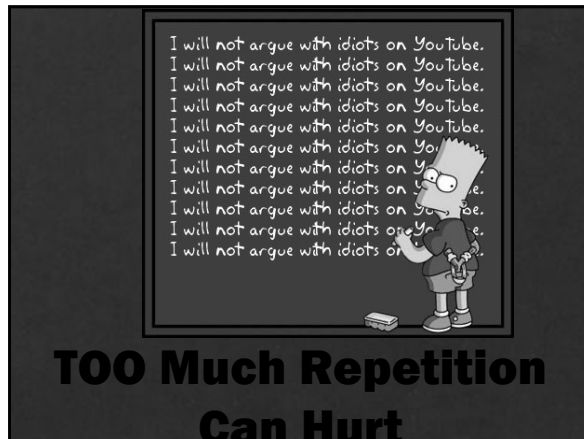


For each of your green light points:

<u>ANECDOTES</u>	<u>MEMORABLE STATISTICS</u>	<u>PUNCHLINES</u>
1. _____	1. _____	1. _____
2. _____	2. _____	2. _____
3. _____	3. _____	3. _____

But we don't want to be a parrot










If necessary, quibble with the question



Sound Bite Group Exercise

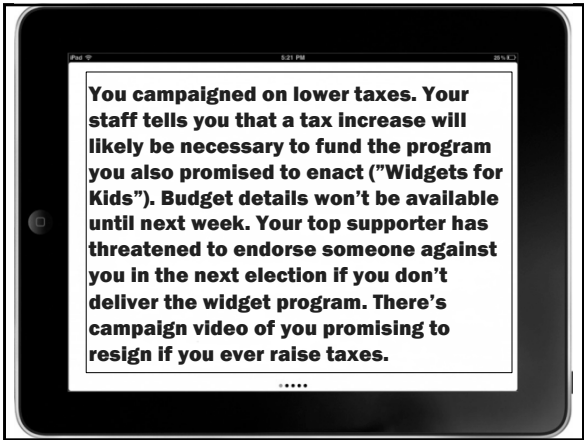


As a group, prepare ONE sound bite that is message oriented and will be your response.



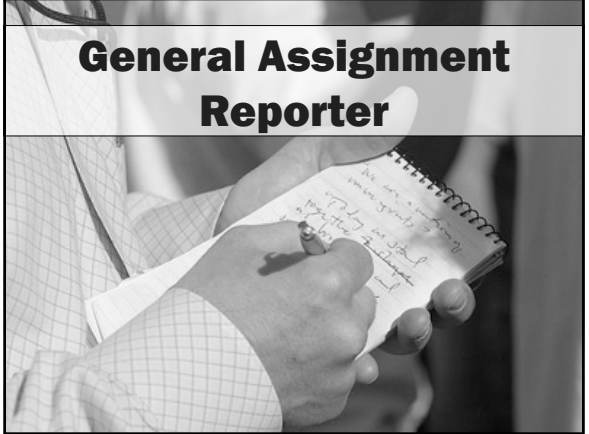
SCENARIO

YOUR TURN

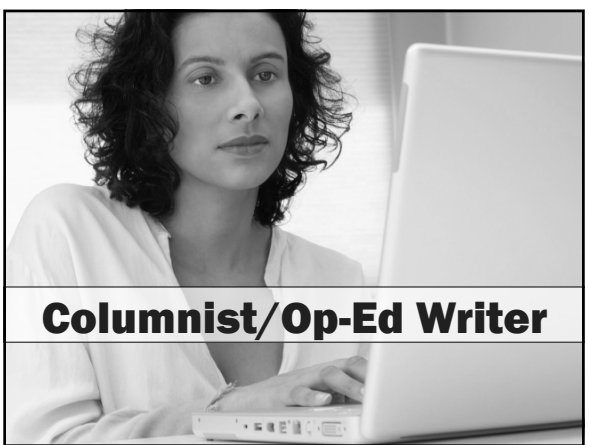






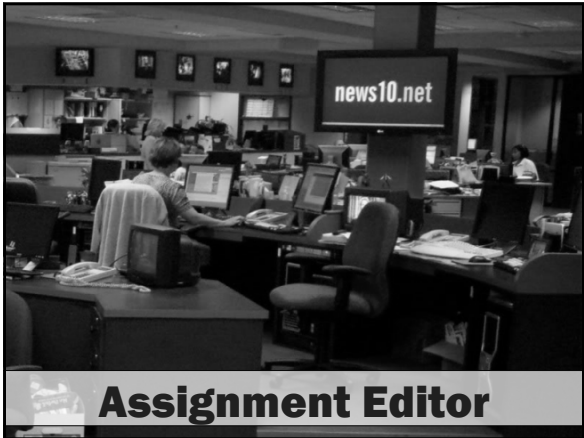


















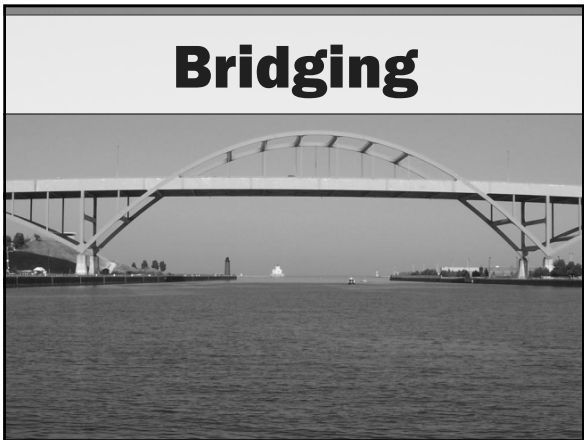


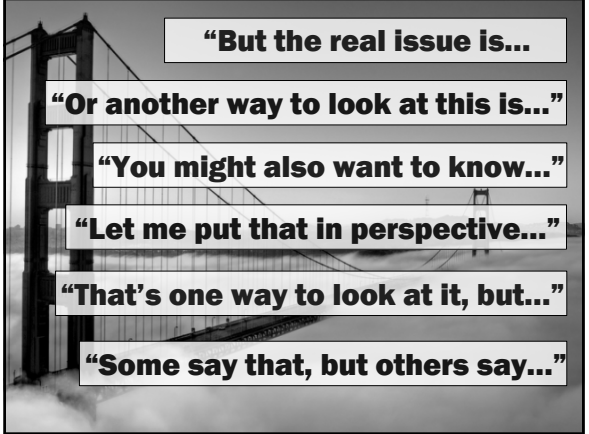












“But the real issue is...”

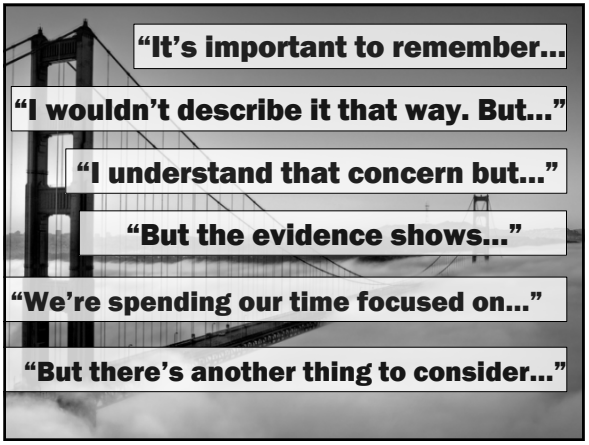
“Or another way to look at this is...”

“You might also want to know...”

“Let me put that in perspective...”

“That’s one way to look at it, but...”

“Some say that, but others say...”



“It’s important to remember...”

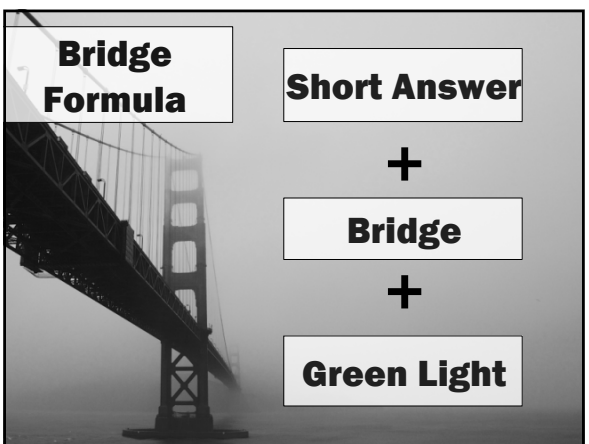
“I wouldn’t describe it that way. But...”

“I understand that concern but...”

“But the evidence shows...”

“We’re spending our time focused on...”

“But there’s another thing to consider...”



**Bridge
Formula**

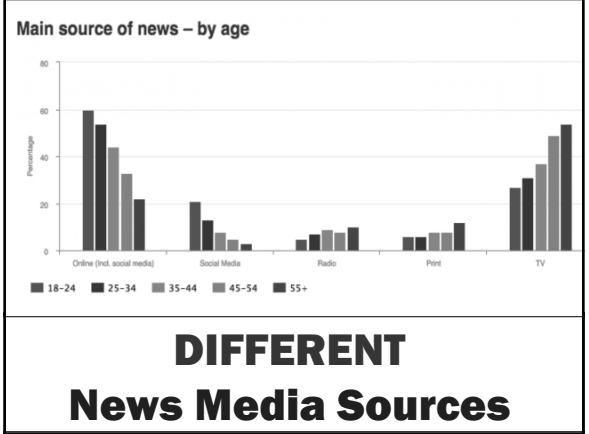
Short Answer

+

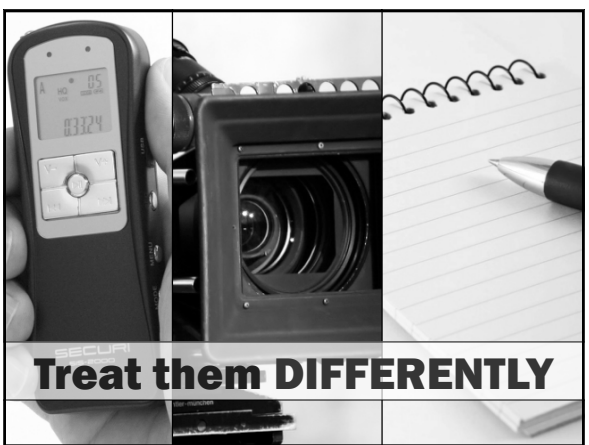
Bridge

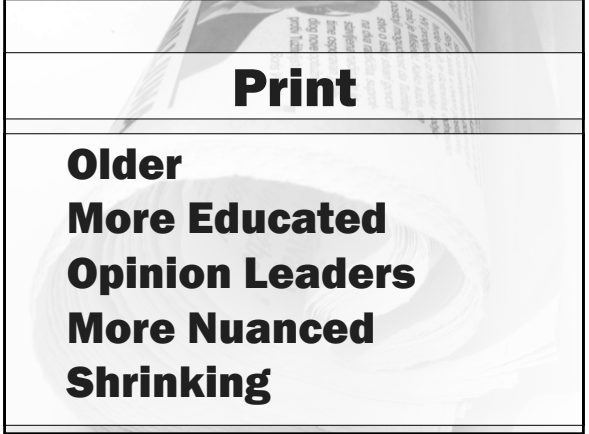
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Green Light



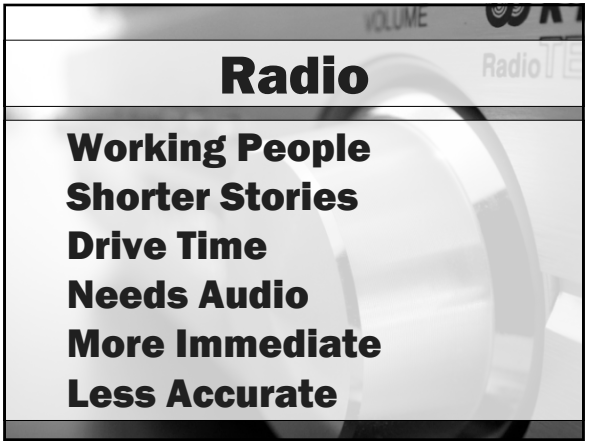






Print

Older
More Educated
Opinion Leaders
More Nuanced
Shrinking



Radio

Working People
Shorter Stories
Drive Time
Needs Audio
More Immediate
Less Accurate



Radio Points to Remember

General Radio Tips



Speak Clearly



**Speak in self contained
sound bites**



**Inflection and emotion
matter**

Live Radio Interview



No dress rehearsal

Listeners hear questions



Go somewhere quiet





Have a strong phone connection



TV

**Biggest Impact
Needs Visuals
More Salacious
Shorter Deadlines
More Immediate
Least Accurate**



When can TV be of the most value to us?



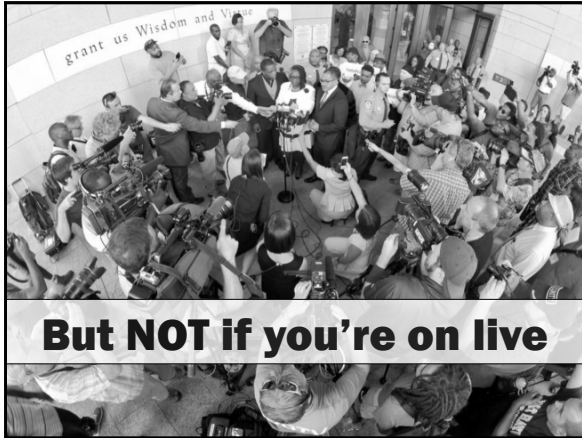












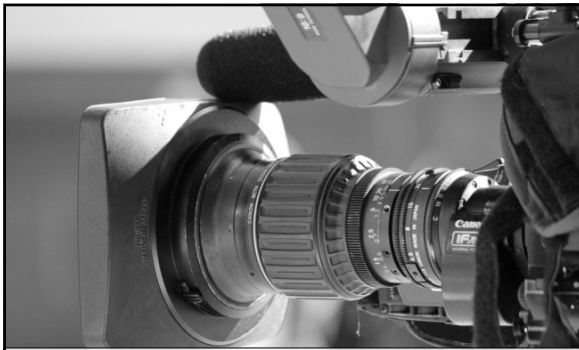




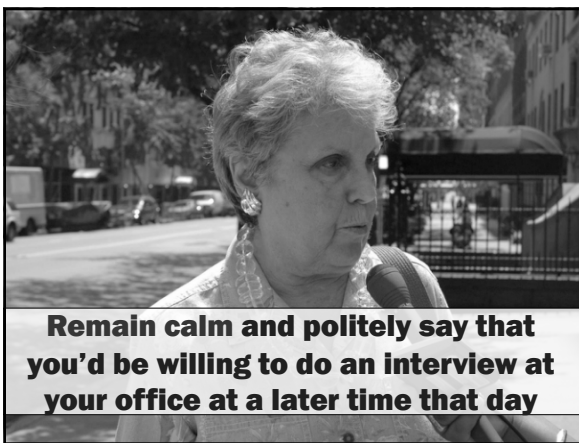
Ambush Interview



Don't threaten the reporter in any way including if he or she is trespassing



Never touch the camera



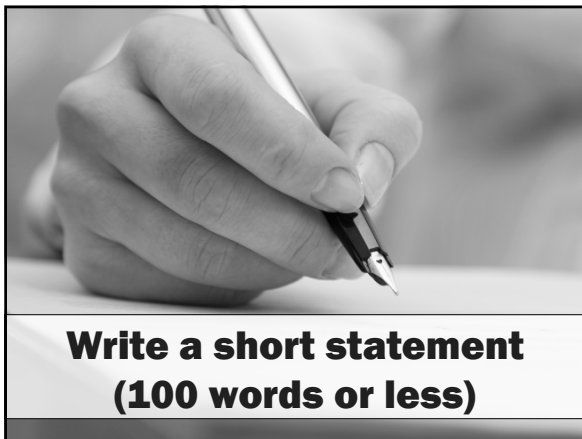
Remain calm and politely say that you'd be willing to do an interview at your office at a later time that day

















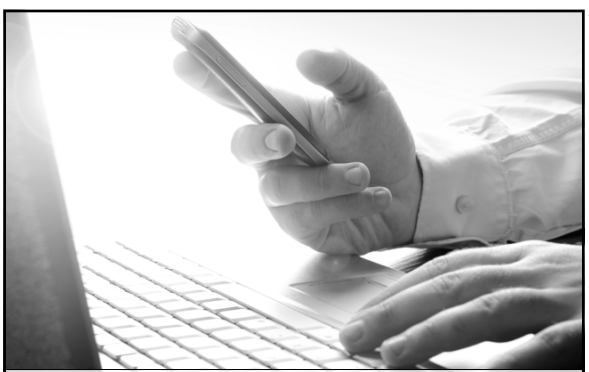




**E-mail directly to radio and TV
(include a headshot of the
speaker for TV)**



**Have reporters follow your
social media feed for updated
information**



Update it accordingly



**If TV/radio reporters are gathering,
prepare a crowd-controlled area for
briefing**



**Restate the statement
released on social media**



Consistency of contact
- regular briefings
**- new content for newly arrived
media outlets**

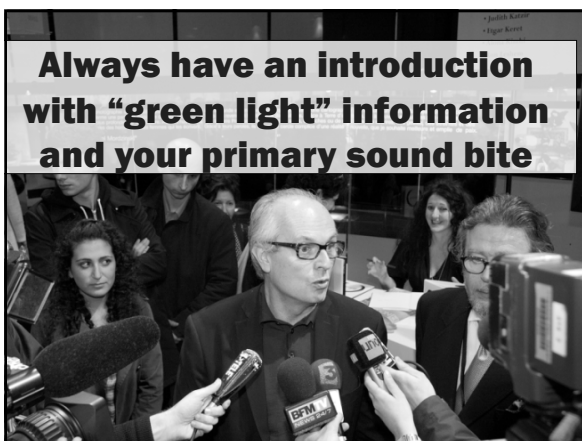


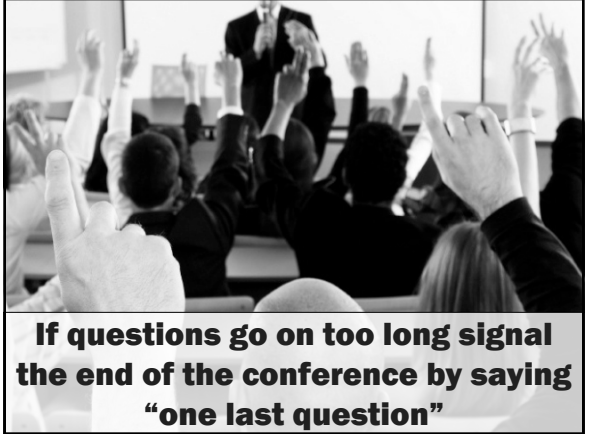














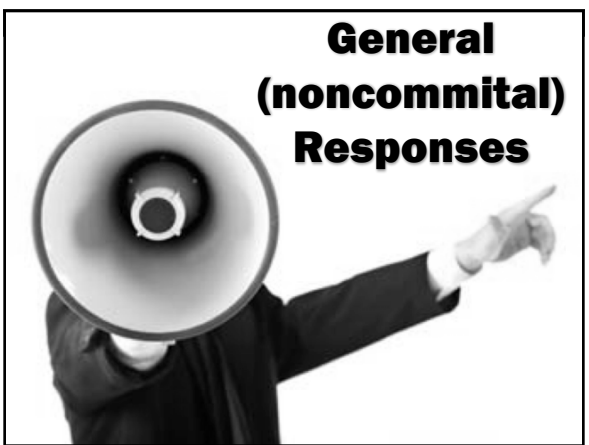




**Monitor
social media**

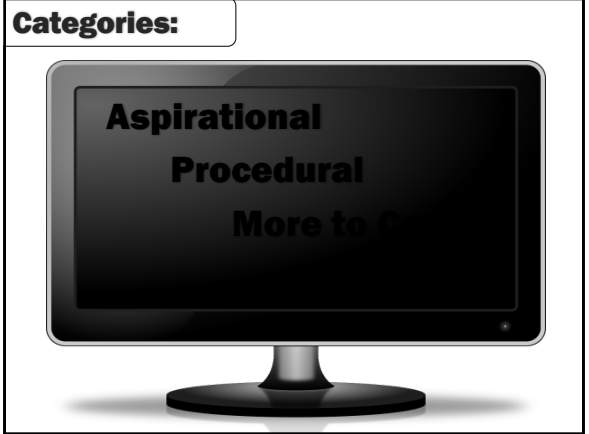


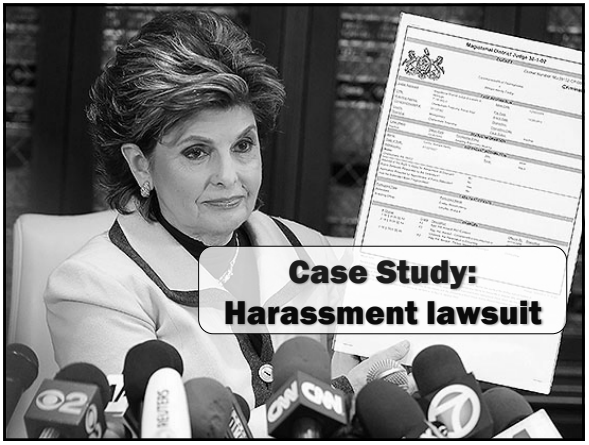
**What about when we can't say
something?**

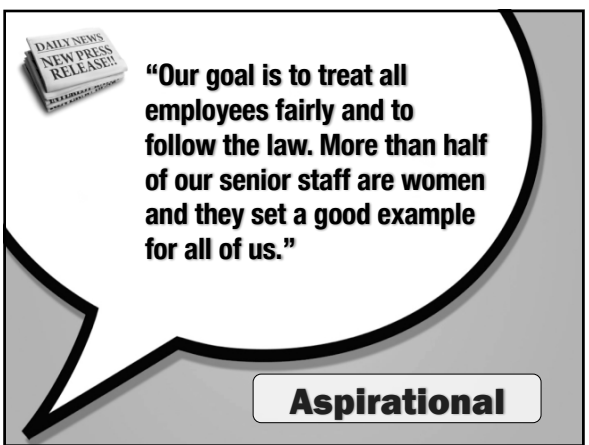



**General
(noncommittal)
Responses**

Categories:









"This lawsuit is just an allegation. Our attorneys will soon file court papers that show how and why these allegations are wrong."

Procedural



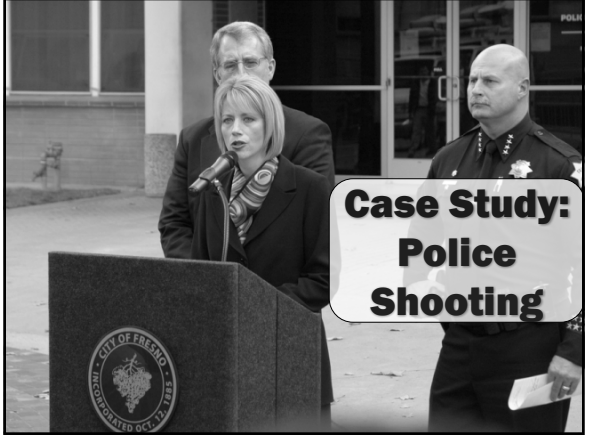
"We are reviewing the allegations and claims made and we will respond in more detail later this week."

More to Come



"The Judge has asked us to not discuss the details of the case in the press. We respect her order and we will present our case aggressively in court."

Gag Order




"Officers like this work every day to protect the public and stop crime. The work they do is hard and requires them to make split second decisions."

Aspirational


"We will take this case to the Grand Jury, which is made up of citizens from the community, both Black and White, and they will help determine whether this officer acted within the law."

Procedural



"We know the public wants to know more about what happened which is why we are moving quickly to gather the facts. We will provide that information as soon as we know more."

More to Come



"Grand Jury matters are confidential by law. It's a crime for authorities to discuss the testimony. We will have more to say after the Grand Jury acts."

Gag Order



Press Conference Exercise











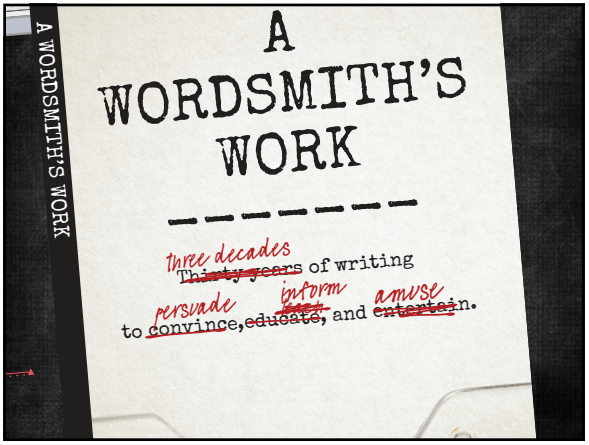


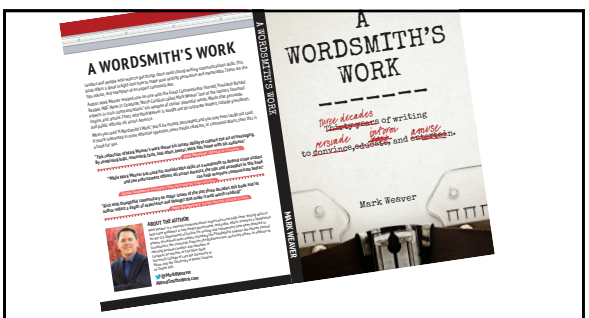












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