



How to Sound Smart When Talking to the Media

Presented by:
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How to Sound Smart When You're Talking to the Media

Tuesday, April 1
10:00 – 11:30 a.m.



Three Nuggets to Take Home With You

1. The Media Need You as Much as You Need Them
2. The Rule of Tell'Em/Your Agenda
3. KIS: Keep It Simple

“In dealing with the press, do yourself a favor. Stick with one of these three responses:

- 1) I know and I can tell you;**
- 2) I know and I can't tell you;**
- 3) I don't know.”**

— Dan Rather

Question #1

News is:

- a) Information that's important and pertinent to the reader/viewer/listener
- b) Information about a product, service or organization
- c) What the editor or executive producer says it is
- d) Information that is timely and unique

How to Be...

The Voice for Real Estatetm

1. Accessibility

2. Reliability

3. Quotability

Question #2

An interview is:

- a) A contest between you and the reporter
- b) A ritual, since the reporter will write what he/she wants anyway
- c) Usually not worth the stress
- d) The best way to get your point across

Develop Listening Skills

- Listen from the outset. Clear your mind of who might be watching or the goings on around you.
- Don't fake attention. Body language says it all and will give you away.
- Remember, you are thinking four times faster than you or the interviewer is talking. Don't try and prepare an answer without listening.
- Identify the main point of the question.
- Stay motivated to listen to the whole interview.

The Society of 3's

Organize Your Brain

Using Things You Already Know

Communications Goals

The Specific Purpose

The Central Theme

Question #3

When being interviewed, you have the right to:

- a) Set certain ground rules
- b) Have no rights. The reporter sets the ground rules
- c) Approve the article or story before it goes to print or is aired
- d) Re-tape the interview if you don't like it
- e) Tape the interview yourself

Question #4

5) If a reporter asks you a question you don't like, do you:

- a) Answer it anyway
- b) Ignore it and say what you want
- c) Refuse to answer it

The Society of 3's – Part 2

It's As Easy As ABC

Agenda

Bridge

Control

10 Questions to Ask Before The Interview

- 1) What is the topic?
- 2) When is the interview?
- 3) Where is the interview?
- 4) Who is the interviewer?
- 5) Why am I being interviewed?

10 Questions to Ask Before The Interview

- 6) How long will the interview be?
- 7) Am I being interviewed alone
or as part of a panel?
- 8) Is interview live or taped?
- 9) When will the interview run?
- 10) Who is the Source?

Question #5

Errors appear in stories because:

- a) Reporter doesn't give you a chance to review it
- b) There is a multi-layered editing system that creates errors
- c) Reporters aren't knowledgeable about your subject
- d) Reporters are human and make mistakes
- e) You did a poor job of communicating effectively

Question #6

You are given an option as to when a TV reporter comes to do a story for that night's 6 p.m. newscast, should it be:

- a) 11 a.m.
- b) 2 p.m.
- c) 3:30 p.m.
- d) Live, at 6 p.m.

Question #7

If a negative situation occurs, you should:

- a) Cover it up (if you think you can keep it hidden)
- b) Let the media know as soon as possible
(if you think it will eventually come out)
- c) Delay making it public as long as possible
- d) Call in favors with reporters to prevent the story from appearing or to make sure they report what you want

Question #8

If you are stopped by a reporter unexpectedly and asked questions for which you don't have answers or don't want to answer, you should:

- a) Set a time to meet with the reporter and continue about your business
- b) Respond to the best of your knowledge
- c) Ignore the reporter
- d) In lieu of the facts, offer speculation or conjecture
- e) Say you don't know but will find out... and follow up

Question #9

When handling the media during a crisis or “hot issue,” you should:

- a) Avoid the media as much as possible
- b) Assign several spokespeople to answer questions about their specific area of expertise
- c) Encourage everyone in leadership to contact the media with their information
- d) Assign one spokesperson (with one backup) to talk to the media

Question #10

If a negative story about you—which includes inaccuracies—is printed or aired, should you:

- a) Ignore it if possible
- b) refuse to allow the reporter to do further stories
- c) Talk with the reporter to find out what happened
- d) Do directly to the reporter's boss
- e) Demand a correction
- f) Write a "Letter to the Editor"

Action Item

*Take these ideas and
turn them into REALTOR success*

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