Conveying Your Message
Working with the Media

Purdue Road School

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Presenters

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WTHR Reporter
Discussion & Questions
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What to do when the media calls

Creating a plan

- Who is your spokesperson?
  - Backup
- Can you plan ahead?
- Gather information FROM the reporter
- Gather information FOR the reporter
- What is being asked of you?
- Concerns?
- Approval needed?
- No comment IS a comment
Things to keep in mind

Demands of today’s reporter

- Deadline
- You can ask questions too!
- Double check information
- What type of interview?
- Who are you speaking for? To?
- Be CATP: Don’t over-answer
- Attire, countenance
- What else?
Crisis Communication

How to navigate

- Rip the band-aid off
- Gather information
- No comment IS a comment
- Don’t assume
- Be sincere
- Lay your cards on the table Be consistent
- No surprises
- Come up with a strategy
- Ask for help
Thank You!

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