Conveying Your Message
Working with the Media

Purdue Road School

David MacAnally & Liz Evans
Presenters

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David MacAnally
WTHR Reporter
Discussion & Questions
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
Q & A
Thank You!
Liz.evans@live.com
lizevans@purdue.edu
@liznicholsevans