

**PRNews'**  
**MEDIA RELATIONS**  
**NEXT PRACTICES CONFERENCE**

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# What is the most important piece of advice you can give a spokesperson?

- \* Think like a reporter. Focus on what their audience cares about, not what you care about.
- \* Your job is to manage the message and provide information that helps them tell the story without sounding evasive.



# What is the most effective way to prepare my CEO or spokesperson before a crisis when I don't know all the facts or what the media actually knows? And how soon should I do it?

\* As soon as you know there is something brewing, prepare a short standby statement with facts as you know them. If you are not ready to go public, you still want to be transparent if you receive a call.

\* Prepare key points that clearly explain what you do know: what happened, when it happened, how it happened, when you knew about it and what you are doing to fix it.



# Media questions are so accusatory. How do I avoid being defensive?

\* Avoid repeating their words and getting stuck in their questions. Think about answering questions with messages and not waiting for them to ask a question that takes you to what you want to say. If they don't ask it, you might miss an opportunity to deliver the facts you want to share.



# How do we get management to buy into media training when they are so resistant?

\* People are often resistant because they've had a bad experience or are afraid of being embarrassed. Good media training is good communication training. So help them understand how communicating more effectively about their product, earnings, vision or combating negative publicity will help them get the results they're after.



# How do we get management to buy into media training when they are so resistant?

\* Make sure they understand that the media coaching will be tailored specifically to their needs and issues. The last thing you want is a cookie cutter approach. Find a media trainer who will help them showcase their strengths and improve their weaknesses while allowing their personality to come through.

