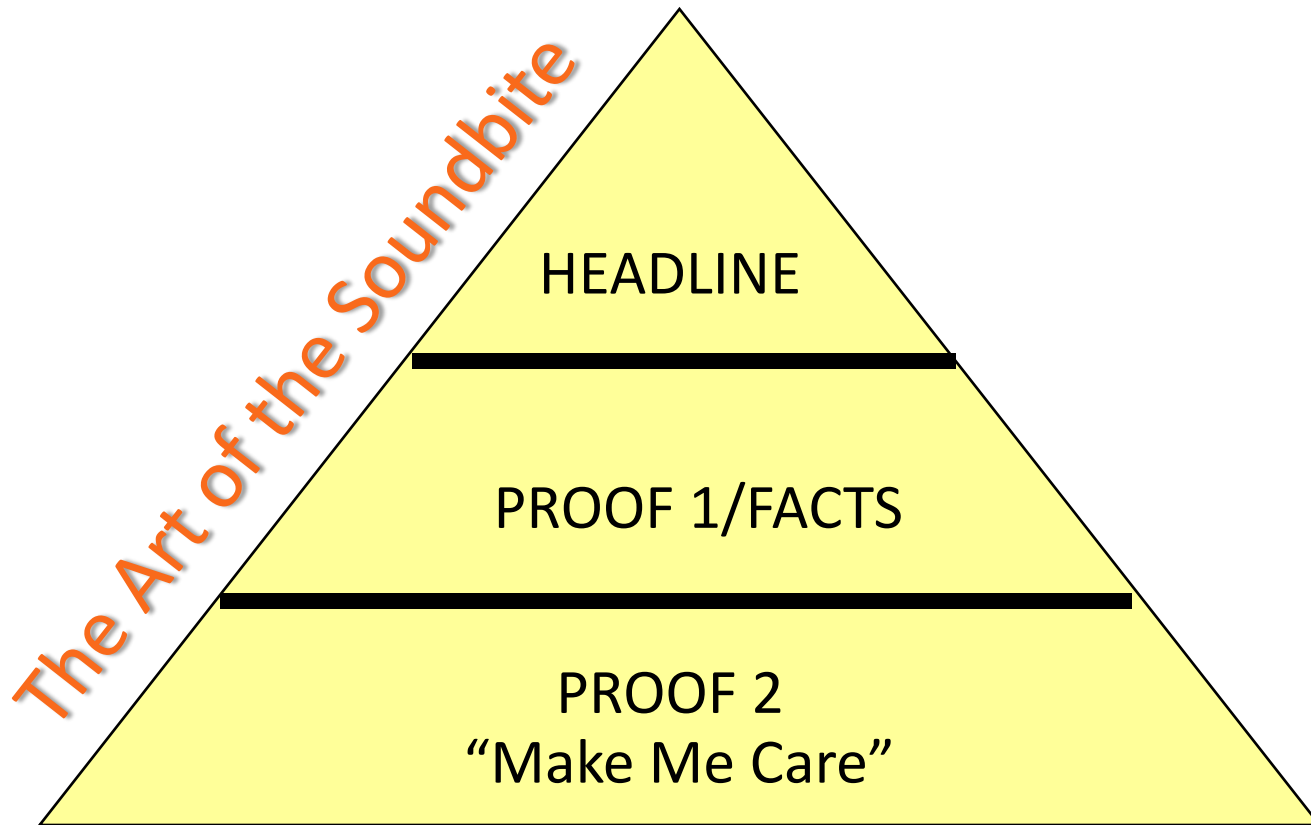


PRNews' **MEDIA RELATIONS** **NEXT PRACTICES CONFERENCE**

Dale Weiss
SVP
CommCore Consulting Group

Topic #1: **Crafting Clear Messages** **& Sound Bites**



Proofs:

1. Anecdotes & Examples
2. Third Party Endorsements
3. Analogies

PRNews'
MEDIA RELATIONS
NEXT PRACTICES CONFERENCE

Topic #2:
Handling Difficult
Questions

$$A=B+C \text{ (3X3)}$$

Content vs. Technique



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MEDIA RELATIONS
NEXT PRACTICES CONFERENCE

Topic #3:
Verbal Bridges



The Perils of Avoidance

Block and Tackle

- **No/Not at all /On the contrary**
- **Actually**
- **Inappropriate to speculate**
- **Let's look at the issue raised**
- **That hasn't been our experience**
- **Let me put that in perspective**
- **I disagree with the assumption (premise)**

Topic #3:
Verbal Bridges

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MEDIA RELATIONS
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Topic #4:
Quick & Transparent
Crisis Communications

1-9-90 Rule

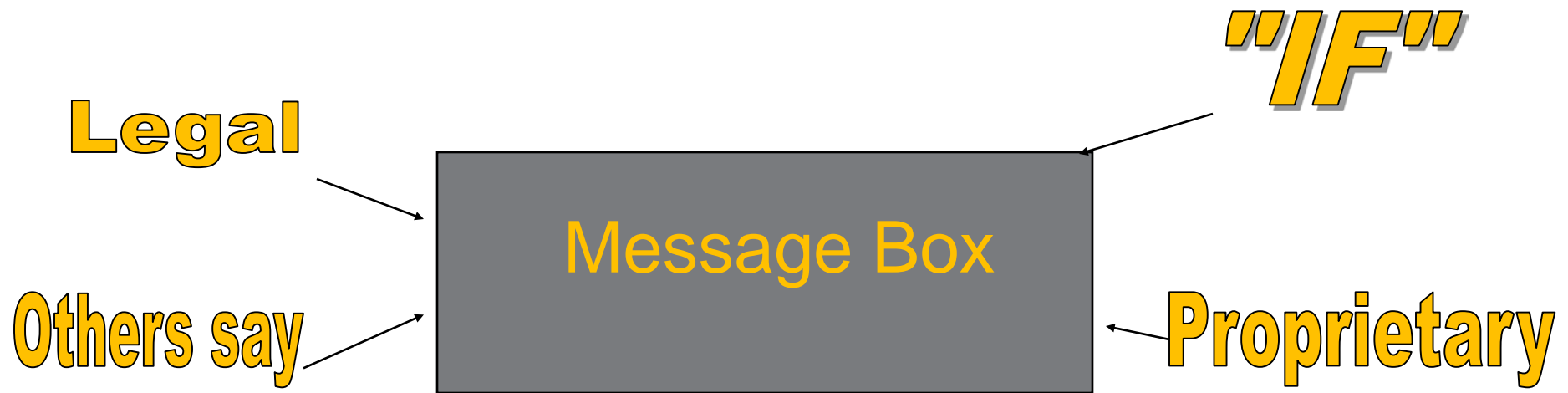
Your Channels of
Influence

- **YouTube**
- **Intranet**
- **Blogs**
- **Flickr**
- **Slideshare.com**
- **Company.com**
- **Dark Site**
- **Facebook**
- **Print Media**
- **Broadcast Media**
- **Twitter**



**Your Channels of
Influence**

- “No comments” gets you into more trouble
- Use the message box
- Limited answer with little or no deviation



IN A TOUGH SITUATION