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10 Tips to Tell Your Story in a Thought-Provoking and Technically Truthful Way

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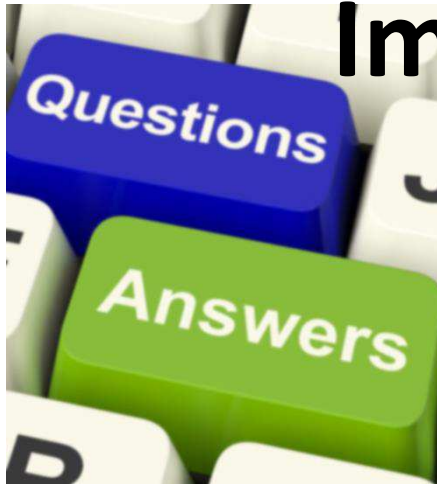
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Imagine your **HEADLINE**



*Tell your story
in a thought-provoking
and technically truthful way*

Oregon Transportation Research and Education Consortium
Friday Transportation Seminar Series


3/7/2014

Dave Thompson, APR

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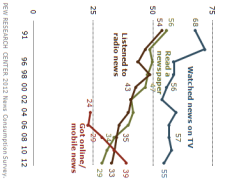
Why talk to the media?



55%

...where we get our news...

Digital News Surpasses Newspapers, Radio
Where did you get news yesterday?



PEW RESEARCH CENTER, 2012 News Consumption Study.

Pew Research Center, 10/2013

Why talk to the media?

1 or more of...

- Provide expert perspective
- Raise awareness
- Change attitudes
- Build trust
- Build brand
- Manage reputation
- Increase employee morale/retention, public mtg. attendance, customer satisfaction

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Today's talk

- Dave's 7 rules of interviewing
- Interview mechanics
- Your mindset
- Message metaphor




Learn to write
comparison
Learn to more

METAPHOR
Learn to more

Learn to write
SIMILE
Learn to more

9

Dave's 7 rules of interviewing

1. Tell the truth
2. Everything is on the record
3. Communicate clearly
4. Talk about what you know
5. Remember the hat you're wearing
6. Explain "no comment"
7. Be prepared

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Tell the truth

Credibility is personal:



It's yours to lose



Everything is on the record

If you don't want it quoted...




Don't say it

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Communicate clearly

- Active voice
- Short sentences
- 1 thought=1 sentence

Plain Language

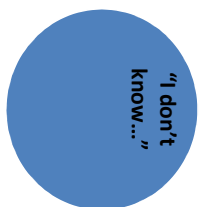


"The finest language is mostly made up of simple, unimposing words."
—George Eliot

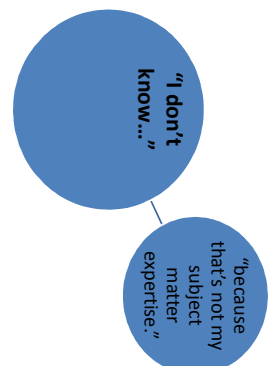
"The end of speech is ... to be understood."
—William Penn

Talk about what you know

Corollary: DON'T talk about what you don't know



Talk about what you know



Talk about what you know

“I don't know...”

“But I'll find out and get back to you.”

“because that's not my subject matter expertise.”

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Remember the hat you're wearing

- You're speaking for your organization...
- **DON'T** speak for any other organization

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Explain “no comment”

“I can't or won't answer...”

“I'm guilty”
—or—
“I'm lying”

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Explain “no comment”

“I can't answer that yet...”

“But here's what I do know...”

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Explain “no comment”

“I can't answer that yet...”

“But here's what I do know...”

“Because we follow a fair process. Here's how it works...”

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Be prepared

- Imagine your headline
- Practice speaking your key messages OUT LOUD
- Remember your desired outcomes

Objective

Audience

Message

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Today's assumption

- **Place**
 - In-studio
 - Split-screen
 - At the scene
 - Your place
- **Kind**
 - Live
 - Live on tape
 - Taped
- **Action**
 - Stationary
 - Walk & Talk
 - Acting



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Interview mechanics

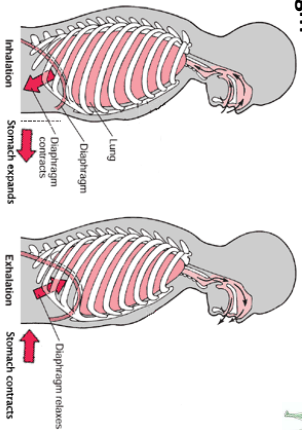
- How to
 - Breathe
 - Stand
 - Use your hands, arms
 - Dress
- Where to look



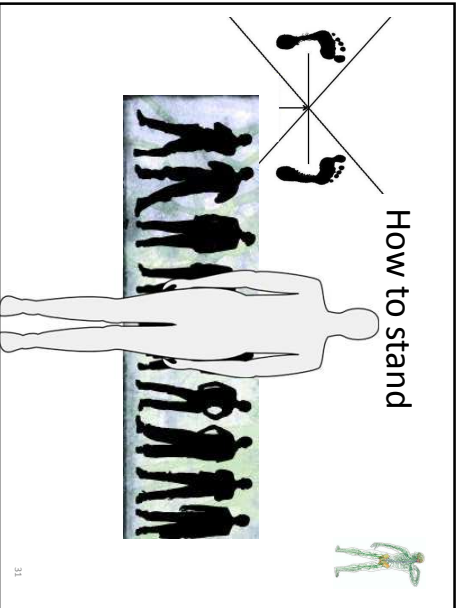
26

Diaphragm

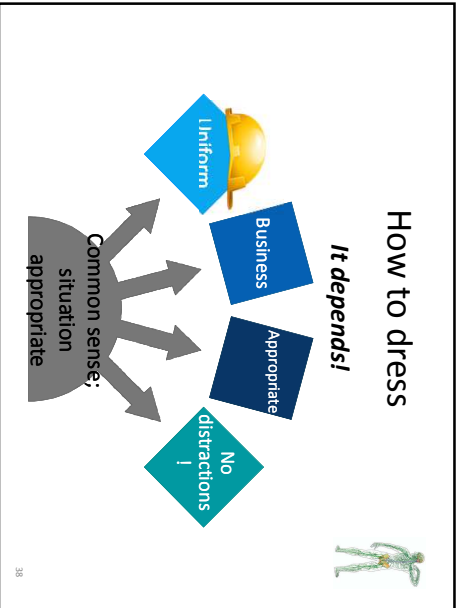
How to breathe



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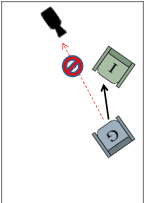








Where to look

Look at the person asking the questions

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Your mindset



- Live in the moment
- Make your point first, foremost & last
- Flag & bridge

The key issue is **Bridge**

What is important is **Flag**

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Message metaphor

- Paint a picture in my mind
- Compare; then contrast

"Here's how it's the same as something else...
...and here's how it's different."

METAPHOR


SIMILE

something in common
transfer of qualities

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Metaphor example 1

Albert Einstein (1938):
 "The wireless telegraph is not difficult to understand. The ordinary telegraph is like a very long cat. You pull the tail in New York, and it meows in Los Angeles. The wireless is the same, only without the cat."




METAPHOR
SIMILE
 seemingly unrelated
 comparison
 something in common
 transfer of qualities

49

Metaphor example 2

ODOT OTA III highway bridge program:

"If these bridges were people, we'd be throwing retirement parties for them. Instead, we're asking them to carry more vehicles of higher speeds and heavier weights."



METAPHOR
SIMILE
 seemingly unrelated
 comparison
 something in common
 transfer of qualities

53

Metaphor example 3





METAPHOR
SIMILE
 seemingly unrelated
 comparison
 something in common
 transfer of qualities

Washington Dept. of Transportation
www.youtube.com/watch?v=8G7VITTuwno

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Metaphor cautions

- Keep them simple, to the point
- Are they easily understood?
- Are they *good* analogies? (Don't stretch them!)
- 2 parts: Compare & Contrast



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Tell your story!



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Resources

- Ann Wylie, writing coach
<http://www.wyliecomm.com/>
- Brad Phillips, "Mr. Media Training"
www.MrMediaTraining.com
- Dave Thompson, APR
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