



National Association of
Development Organizations

Managing Media: Responding vs Reacting

Dr. Monica Scamardo
monica@variateconsulting.com
512.914.6484

Reacting to the Media

- Hiding
- Guessing at answers
- Speculating & answering hypothetical Qs
- Using jargon
- “No comment”
- Getting Angry



Basic Communication Premises Present in the Most Complex Communications

Each person is responsible for h/h communication.

One communication impacts another.

Emotions have an impact on communication.

What is a Crucial Communication?

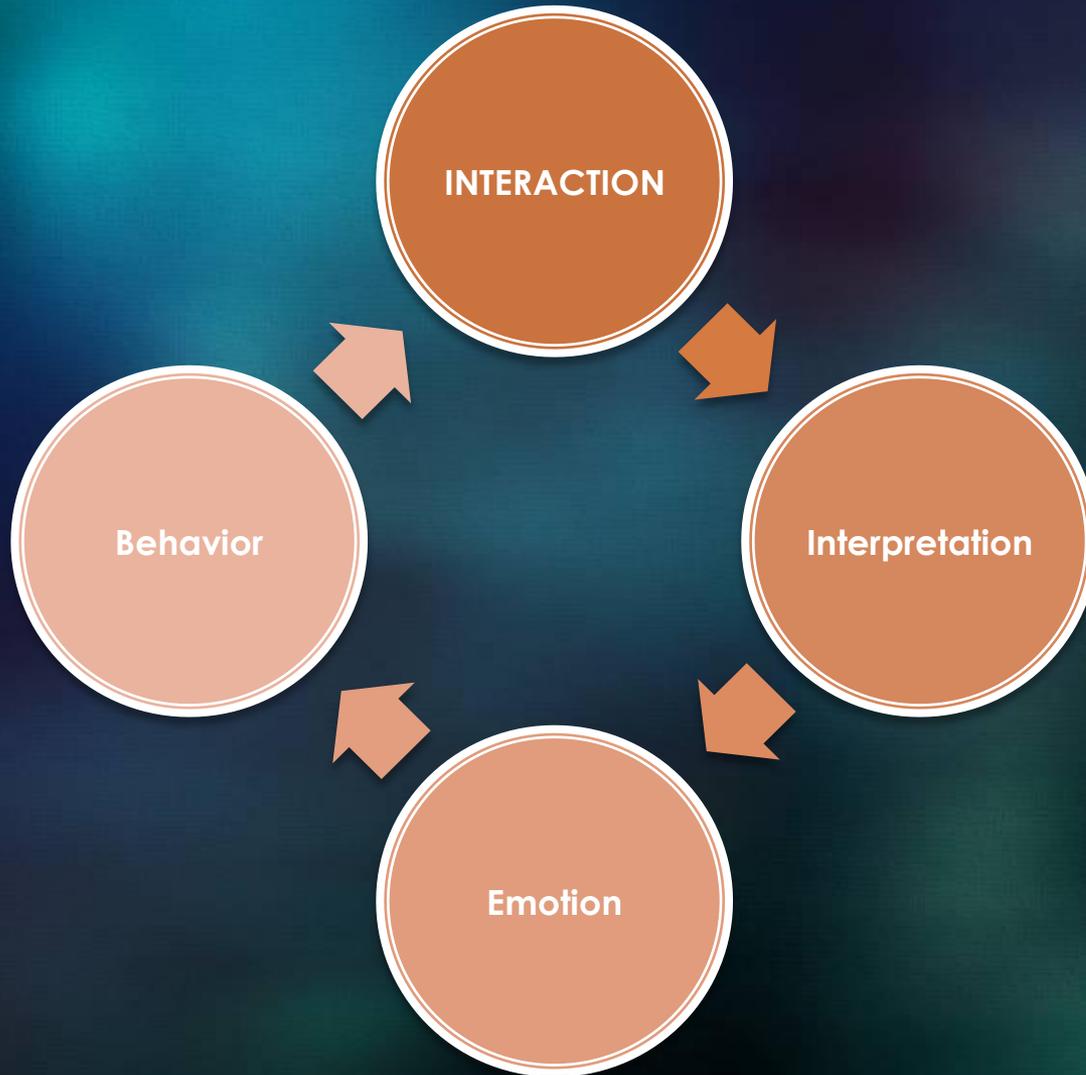
Opinions vary

Stakes are high

Emotions are strong

from Crucial Conversations

The Psychology of How Conversations Go Downhill



Manage Reactions

Identify emotions

Understand reactions

Manage responses





Gain Clarity

What is the purpose of the conversation?

What do you really want? For yourself, others, the relationship?

How come you want that?

What would you be saying or doing if you really wanted those results?

Strategies to *Respond* to the Media

- Appoint a person & prepare
 - Purpose of message
 - Remember your audience
 - Create a "frequently asked questions" list
 - What's legal to release?

- Understand the media motives

What's the intended focus of the piece?

Who else will be interviewed?

Where will it run?

Which types of stories is the reporter best known for?

- Be brief & clear
- Challenge wrong information strongly
- Show concern for feelings & issues
- Stress the positive angles
- Emphasize the value your org brings
- Answer or respond

- Rethink your relationship with the press
 - Is there opportunity to bring in the media?
 - Hold a media briefing
 - Is there anyone from the media in your network?

Think Like a Reporter

Something is newsworthy if it:



- Is new
- Is local
- Is visual
- Has a human interest element
- Includes conflict or controversy

Remember, 99.99% of what happens is not in the news...

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www.variateconsulting.com