

THE MEDIA: FRIEND, FOE
OR FIEND

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AND THE ANSWER IS...

YES !!!

CRITERIA USED TO DETERMINE NEWS: “IF IT BLEEDS, IT LEADS!”

- HOW NEW IS IT?
- IS IT GOOD GOSSIP?
- HOW LOCAL IS IT?
- IS THERE SUSPENSE?
- IS THERE CONFLICT?
- HOW IMPORTANT IS IT?
- HOW SIGNIFICANT IS IT?
- IS THERE DRAMA?
- IS THERE TRAUMA?
- IS THERE HUMAN INTEREST?
- IS THERE MIS-REPRESENTATION?
- IS THERE DECEIT?
- IS THERE NEGLIGENCE?

LOVE/HATE RELATIONSHIP

- REGARDLESS OF WHAT YOU THINK OF REPORTERS, THEY HAVE A JOB TO DO!
- IF YOU DON'T LIKE A REPORTER, RECOGNIZE THAT FACT AND THEN FORGET ABOUT IT.
- YOU AND THE REPORTER NEED EACH OTHER.
- YOU ARE THEIR SOURCE.
- REPORTERS ARE THE CONVEYORS OF YOUR MESSAGE!

UNDERSTANDING THE REPORTER

- SKEPTICS - THEY ARE TRAINED TO QUESTION EVERYTHING.
- ARROGANT - SOME REPORTERS VIEW THEMSELVES AS “RALPH NADERS” - PROTECTORS OF THE TRUTH.
- STRAIN- THEY ARE CONSTANTLY ON A DEADLINE.
- COMPETITIVENESS - THEY COMPETE WITH OTHER NEWS OUTLETS TO GET THE “SCOOP.”
- THEY HAVE A BIAS - WHILE THEY BELIEVE THAT THEY ARE BEING FAIR AND BALANCED, THEY CAN'T KEEP PERSONAL BIAS COMPLETELY OUT OF THE STORY.
- EXPECT BIAS, BUT DEMAND FAIRNESS! HOLD THEM ACCOUNTABLE

INTERVIEW FORMATS:

- PRINT MEDIA: NEWSPAPERS/MAGAZINES
 - PROVIDES MORE COMPREHENSIVE COVERAGE.
 - MORE DETAIL LESS FLASH.
 - NOT RESTRICTED TO VISUALS
 - INTERVIEWS ARE IN PERSON OR VIA PHONE.
 - ONLY THE WRITTEN WORD, READERS DON'T KNOW YOUR EMOTIONS.
 - MESSAGE PREPARATION WILL DELIVER QUOTABLE COMMENTS.

PRINT MEDIA NOTES

- 93% OF ALL PEOPLE WHO LOOK AT A NEWS ARTICLE THAT STRIKES THEIR INTEREST WILL READ THE FIRST PARAGRAPH.
- 65% OF ALL PEOPLE WILL STOP READING BY THE 4TH PARAGRAPH.
- 4% WILL FINISH THE ARTICLE.

INTERVIEW FORMATS:

- RADIO:
 - RADIO COVERAGE IS LESS IN DEPTH THAN PRINT.
 - RADIO HAS STRICTER DEADLINES THAN PRINT.
 - RADIO RELIES SOLELY ON YOUR VOICE.
 - NEED FOR VISUAL EXPRESSIONS.
 - PROJECT YOUR PERSONALITY THROUGH YOUR VOICE.
 - INTERVIEWS ARE IN-PERSON OR OVER THE PHONE (TALK RADIO).

INTERVIEW FORMATS:

- TELEVISION:

- TV IS THE PRIMARY SOURCE OF NEWS FOR THE MAJORITY OF AMERICANS.
- NEWS IS VERY TIMELY, FAST-PACED AND SUBJECT TO “BREAKING NEWS.”
- STORIES ARE SHORT - MEASURED IN MINUTES AND SECONDS.
- TV HAS AN INCREDIBLE ABILITY TO INFORM AND CAPTURE THE EMOTION OF THE MOMENT
- HISTORIC EVENTS UNFOLD BEFORE YOUR EYES: WAR, CATASTROPHES, DISASTERS, POLITICAL CHANGE AND UNREST.

INTERVIEW FORMATS:

– TV IS VISUAL

- WITHOUT A PICTURE - THERE IS NO STORY.
- NON-VERBAL COMMUNICATION IS EXTREMELY IMPORTANT.
- THE MEDIUM IS THE MESSAGE.
- THE MESSENGER IS THE MESSAGE.

WHY COOPERATE WITH THE MEDIA?

- THE STORY WILL NOT GO AWAY.
- THEY WILL DO THE STORY ANYWAY.
- IF YOU DON'T TALK TO THE REPORTER, SOMEONE ELSE WILL.
 - COMPETITOR WHO DOESN'T LIKE YOU.
- NEGATIVE

WHY COOPERATE WITH THE MEDIA?

- YOU BECOME THE STORY
 - “REFUSED TO BE INTERVIEWED.”
 - “THE COMPANY HAD NO COMMENT.”
 - PUBLIC PERCEPTION
 - GUILTY AS CHARGED!
 - WHAT ARE YOU TRYING TO HIDE?
- NEVER UNDERESTIMATE HOW THE MEDIA EXPOSURE CAN HARM OR BENEFIT YOU.

WHY COOPERATE WITH THE MEDIA?

THIS MAY BE THE ONLY
TIME YOU HAVE TO
PRESENT YOUR SIDE OF
THE STORY!

GETTING YOUR MESSAGE OUT!

- SOUND BITES AND QUOTES:
 - TV AND RADIO REPORTERS LIVE BY THE SOUND BITE.
 - PRINT REPORTERS LIVE BY THE QUOTE.
 - 45 MINUTE INTERVIEW TURNS INTO A SENTENCE AT THE END OF THE ARTICLE.

GETTING YOUR MESSAGE OUT!

- REPORTERS NEED CLEAR, CONCISE, AND COLORFUL LANGUAGE TO GIVE LIFE TO THEIR STORIES.
- IN AN EFFORT TO MAKE YOUR COMMENTS INTERESTING AND MEMORABLE, THE REPORTER WILL EDIT AND PERHAPS MISQUOTE YOU.

GETTING YOUR MESSAGE OUT!

- DESIGNING CONCISE ANSWERS -
WHY?
 - IF YOU RAMBLE, YOU LEAVE IT TO THE
REPORTER/EDITOR WHICH SMALL
PORTION OF YOUR ANSWER WILL BE
REPORTED!

GETTING YOUR MESSAGE OUT!

- DESIGNING CONCISE ANSWERS:
 - USE COLORFUL WORDS- FANTASTIC, BLOOD-CURDLING, DEVASTATING
 - USE PERSONAL EXPERIENCES- SEE HEAR FEEL
 - MAKE IT CONTEMPORARY REFERENCES- POP CULTURE, TELEVISION
 - USE ONE-LINERS “IF THE GLOVE DOESN’T FIT. YOU MUST AQUIT.”
 - USE ANALOGIES (COMPLEX TO SIMPLE)
 - USE CLICHÉS (BUT DON’T OVERWORK THEM)
 - DON’T USE JARGON OR TRADE LANGUAGE

GETTING YOUR MESSAGE OUT!

- TBSECS
 - THINK FIRST
 - BRIDGE
 - STATEMENT
 - EVIDENCE
 - CONCLUSION
 - SHUT UP!
- YOU HAVE THE RIGHT TO REMAIN SILENT, BUT DO YOU HAVE THE ABILITY?

GETTING YOUR MESSAGE OUT!

- SESS
 - (THINK FIRST)
 - BRIDGE (IF NECESSARY)
 - MAKE YOUR STATEMENT
 - PROVIDE YOUR EVIDENCE
 - SUMMARIZE
 - AND SHUT UP!
- YOU HAVE THE RIGHT TO REMAIN SILENT, BUT DO YOU HAVE THE ABILITY?

GETTING YOUR MESSAGE OUT!

- ANTICIPATE THE REPORTER'S QUESTIONS.
- PREPARE YOUR STATEMENTS IN ADVANCE OF THE INTERVIEW.
- DEVELOP SOUND "BITES" AND "ONE LINERS"
- PROVIDE ACCURATE DATA TO SUPPORT YOUR STATEMENT
- BE PLEASANT, BE PROFESSIONAL

BRIDGE PHRASES

- EXAMPLES OF BRIDGE PHRASES:
 - YES... BUT
 - THE REAL ISSUE IS...
 - YOU MIGHT ALSO WANT TO KNOW...
 - LET ME PUT THAT INTO PERSPECTIVE...
 - HOWEVER, OUR INFORMATION SHOWS...
 - THAT IS ONE WAY TO LOOK AT IT...
 - SOMETHING EQUALLY IMPORTANT TO CONSIDER IS...

EIGHT INTIMIDATING QUESTIONS

- THE FALSE PREMISE: BUILT INTO THE QUESTION IS AN ASSUMPTION THAT IS NOT CORRECT OR MISLEADING.

EIGHT INTIMIDATING QUESTIONS

- THE QUESTION:
 - LAST MONTH YOU HAD 10 EVICTIONS FOR NON-PAYMENT OF RENT, WHAT IS YOUR COMPANY DOING TO CAUSE THIS MANY EVICTIONS?

EIGHT INTIMIDATING QUESTIONS

- THINK
- ACKNOWLEDGE THE STATEMENT (NOT THE CORRECTNESS OR ACCURACY)
- BRIDGE FROM THE REPORTERS QUESTION TO YOUR RESPONSE;
 - GIVE YOUR STATEMENT,
 - PROVIDE YOUR EVIDENCE,
 - STATE YOUR (OBVIOUS) CONCLUSION
 - AND THEN SHUT UP!

EIGHT INTIMIDATING QUESTIONS

- THE RESPONSE:
 - YES, THERE WERE 10 EVICTIONS LAST MONTH.
 - HOWEVER, THE COMPANY HAS SEVERAL OPTIONS AVAILABLE TO ASSIST RESIDENTS WHO ARE UNABLE TO PAY THE RENT.
 - THESE OPTIONS ARE EXPLORED FULLY ON A CASE BY CASE BASIS TO DETERMINE WHICH OPTION IS BEST SUITED FOR THE RESIDENT.
 - IF THE RESIDENT FULFILLS HIS OBLIGATIONS, HE REMAINS IN GOOD STANDING WITH THE COMPANY.

EIGHT INTIMIDATING QUESTIONS

- **NEGATIVE ENTRAPMENT:
REPORTERS ARE TRAINED TO LOOK
FOR NEGATIVE ABERRATIONS.**
 - DON'T ACCOMMODATE THE REPORTER'S
OBSESSION WITH NEGATIVISM.
 - YOUR JOB IS TO PUT YOUR BEST FOOT
FORWARD & TELL WHAT IS POSITIVE ABOUT
YOU AND YOUR COMPANY.

EIGHT INTIMIDATING QUESTIONS

- QUESTION:
 - AS A PROPERTY MANAGER, WHAT IS YOUR BIGGEST HEADACHE.

EIGHT INTIMIDATING QUESTIONS

- THE RESPONSE:

- WITHOUT A DOUBT, EVERY INDUSTRY HAS ITS SET OF CHALLENGES AND THE PROPERTY MANAGEMENT INDUSTRY IS NO DIFFERENT.
- HOWEVER, I FIND SATISFACTION IN A JOB WELL DONE.
- I FIND IT REWARDING TO RENT TO QUALITY PEOPLE WHO ARE ACTIVE MEMBERS OF THE COMMUNITY. I HAVE A SENSE OF PRIDE IN PROVIDING QUALITY HOUSING. I AM GRATEFUL THAT I AM ABLE TO CONTRIBUTE TO THE PROPERTY VALUES IN THE AREA BY MAINTAINING AND IMPROVING THE PROPERTIES I MANAGE.
- I FEEL THAT OUR COMPANY CONTRIBUTES TO THE OVER ALL WELL BEING OF THE COMMUNITY AND I AM PROUD THAT I AM PART OF THAT CONTRIBUTION.

EIGHT INTIMIDATING QUESTIONS

- QUESTIONS IN A TRAGEDY:
 - DURING A CRISES WHERE A TRAGEDY OR ACCIDENT HAS OCCURRED, YOU CANNOT IGNORE THE NEGATIVES,
 - YOU MUST BE OPEN ABOUT NEGATIVES.
 - DO YOUR BEST TO MINIMIZE YOUR LOSSES.

EIGHT INTIMIDATING QUESTIONS

- THE QUESTION:
 - A HOMELESS PERSON WAS FOUND DEAD IN A PROPERTY THAT YOU MANAGE THAT WAS TENTED AND FUMIGATED FOR TERMITES, WHAT ARE YOU DOING ABOUT THIS SITUATION?

EIGHT INTIMIDATING QUESTIONS

- YOUR RESPONSE:
 - THIS IS A TERRIBLE TRAGEDY.
 - IT IS SOMETHING THAT OUR COMPANY HAS WORKED DILIGENTLY TO PREVENT.
 - RIGHT NOW OUR COMPANY IS WORKING CLOSELY WITH STATE AND LOCAL AUTHORITIES TO DETERMINE HOW THIS HAPPENED.
 - AND, WE ARE DOING OUR BEST TO TO MAKE SURE THAT SOMETHING LIKE THIS NEVER HAPPENS AGAIN!

EIGHT INTIMIDATING QUESTIONS

- THE QUOTATION (OR ABSENT THIRD PARTY):
 - THE REPORTER TRIES TO LURE YOU INTO ANALYZING WHAT SOMEBODY ELSE SAID.
 - IF YOU TAKE THE BAIT - YOUR DEAD.

EIGHT INTIMIDATING QUESTIONS

- THE QUESTION:
 - WE GOT A CALL FROM A HOMEOWNER WHO LIVES NEAR BY WHO SAID, “THAT IF THESE RENTALS ARE ALLOWED IN THE AREA THAT THEY WILL TURN THE NEIGHBORHOOD INTO A CRIME RIDDEN AND DRUG INFEST AREA.”

EIGHT INTIMIDATING QUESTIONS

- YOUR RESPONSE:
 - I DON'T KNOW WHEN OR IN WHAT CONTEXT THE NEIGHBOR SAID THAT,
 - BUT, THE COMPANY HAS A RIGOROUS SCREENING PROCESS THAT EACH APPLICANT MUST MEET.
 - THE COMPANY HAS A WRITTEN CRITERIA INVOLVING CREDIT, EMPLOYMENT, AND BACKGROUND VERIFICATIONS THAT EACH PROSPECTIVE APPLICANT MUST PASS IN ORDER TO BECOME A RESIDENT.
 - I WOULD BE HONORED TO SHARE THAT CRITERIA WITH EACH AND EVERY CONCERNED NEIGHBOR.

EIGHT INTIMIDATING QUESTIONS

- THE HYPOTHETICAL QUESTION:
 - THE REPORTER IS TRYING TO LURE YOU INTO AN INCONSISTENCY WITH A HYPOTHETICAL SITUATION THAT HE WILL USE TO COMPARE AGAIN IN A REAL SITUATION LATER IN THE INTERVIEW.
 - OR
 - THE REPORTER MAY TRY TO LURE YOU INTO AN EMOTIONAL REACTION TO A TRAGIC HYPOTHETICAL SITUATION THAT MAY BE LITERALLY ANALOGOUS TO ONE OF YOUR SENSITIVE ISSUES.

EIGHT INTIMIDATING QUESTIONS

- THE QUESTION:
 - HOW WOULD YOU FEEL IF YOU WERE AN ELDERLY PERSON LIVING ON VERY LITTLE INCOME AND YOU JUST RECEIVED A NOTICE OF A LARGE RENT INCREASE?

EIGHT INTIMIDATING QUESTIONS

- **RESPONSE:**

- I WOULD HAVE TO KNOW MORE ABOUT THE SITUATION BEFORE I COULD COMMENT ON THIS QUESTION.
- BUT, IF YOU ARE ALLUDING TO THE PROPERTY ON EAST FIRST AVENUE, YOU MIGHT ALSO WANT TO KNOW THAT...
- THE OWNER HAS PAINTED THE INTERIOR AND EXTERIOR OF THE PROPERTY, REPLACED THE COUNTERS TOPS AND CABINETS, INSTALLED ALL NEW APPLIANCES, INSTALLED NEW CARPET AND VINYL, REPLACED THE ROOF AND COVERED PARKING, AND RE-PLASTERED THE POOL.
- THE OWNER HAS CHANGED A BLIGHTED PROPERTY INTO A QUALITY RESIDENCE IN THE DOWNTOWN AREA, OUR CURRENT RESIDENTS STILL PAY BELOW MARKET RENTAL RATES, AND THE OWNER HAS A WAITING LIST OF QUALIFIED APPLICANTS.

EIGHT INTIMIDATING QUESTIONS

- UNACCEPTABLE CHOICES:
 - THE REPORTER IS LOOKING FOR A LEAD STORY. DON'T BE LURED INTO DECIDING BETWEEN TWO CHOICES THAT ARE UNACCEPTABLE.

EIGHT INTIMIDATING QUESTIONS

- THE QUESTION:
 - WITH THE RECENT RENT INCREASE, A PERSON ON A FIXED INCOME HAS THE CHOICE OF EITHER PAYING THE RENT AND NOT EATING OR EAT AND GET EVICTED.

EIGHT INTIMIDATING QUESTIONS

- THE RESPONSE:
 - CLASS PARTICIPATION - YOU TRY IT!

EIGHT INTIMIDATING QUESTIONS

- THE LOADED PREFACE:
 - THIS QUESTION IS USUALLY LONG AND FILLED WITH A LIST OF NEGATIVE CHARGES OR DISTORTIONS ABOUT YOU BEFORE IT ACTUALLY GETS TO THE QUESTION.
 - DON'T FEEL COMPELLED TO ANSWER THE QUESTION.
 - USE IT AS AN OPPORTUNITY GO GET YOUR STORY OUT.

EIGHT INTIMIDATING QUESTIONS

- THE QUESTION:

- BECAUSE RENTERS CAUSE SO MANY PROBLEMS, ARE LESS DESIRABLE, ARE UNDEPENDABLE, AND MOVE FREQUENTLY, THE HOMEOWNERS ASSOCIATION IS CONSIDERING CHARGING RENTAL PROPERTIES A SURCHARGE IN THE MONTHLY HOA FEE, LIMITING THE NUMBER OF RENTAL PROPERTIES IN THE SUBDIVISION TO WHAT IS CURRENTLY AVAILABLE, REQUIRING ALL CURRENT RENTALS TO BE SOLD ONLY TO OWNER/OCCUPANTS IN THE FUTURE, REQUIRING ALL RENTERS TO BE REGISTERED WITH THE HOA AND PROHIBITING RENTERS FROM USING THE HOA AMENITIES. CAN YOU UNDERSTAND BY PEOPLE DON'T LIKE PROPERTY MANAGEMENT COMPANIES?

EIGHT INTIMIDATING QUESTIONS

- WHAT IS THE QUESTION?

EIGHT INTIMIDATING QUESTIONS

- THE RESPONSE:
 - YOUR INSIGHTS ARE CERTAINLY ONE PERSPECTIVE.
 - HOWEVER, OUR COMPANY PROVIDES A PROFESSIONAL MANAGEMENT SERVICE THAT MATCHES QUALIFIED APPLICANTS WITH PREMIER RENTAL PROPERTIES. WE BELIEVE THAT WE ARE A VALUABLE RESOURCE AND A QUALITY SERVICE IN THE COMMUNITY.
 - IF YOU EVER HAVE A CONCERN ABOUT ONE OF THE COMPANY'S LUXURY RENTAL PROPERTIES OR THE QUALIFIED RENTERS, I WOULD INVITE YOU TO CONTACT THE COMPANY.

EIGHT INTIMIDATING QUESTIONS

- THE PARAPHRASE:
 - THE REPORTER TAKES ALL THE INFORMATION YOU’VE PRESENTED AND RECITES IT BACK TO YOU IN THE FORM OF A QUESTION.
 - DON’T AGREE WITH THE REPORTER’S PERCEPTION AND RECITATION.
 - IN TOMORROW’S NEWSPAPER, YOU’LL BE QUOTED AS HAVING SAID IT.
 - CLARENCE THOMAS “I AM NOT AN UNCLE TOM.”

EIGHT INTIMIDATING QUESTIONS

- THE QUESTION:

- SO, WHAT YOU ARE SAYING IS THAT “YOU’VE DONE ABOUT EVERYTHING YOU CAN DO TO PROVIDE SAFETY AND SECURITY FOR YOUR RESIDENTS, BUT THERE IS NO GUARANTEE THAT A RESIDENT IS REALLY SAFE. RIGHT?”

EIGHT INTIMIDATING QUESTIONS

- RESPONSE:
 - CLASS PARTICIPATION - YOU TRY IT!

DO'S

- GET YOUR MESSAGE IN - IF YOU DON'T YOU LOSE.
- LISTEN CAREFULLY TO THE ENTIRE QUESTION.
- TELL THE TRUTH.
- WATCH YOUR JARGON.
- LEAD THE REPORTER TO YOUR CONCLUSIONS.
- CORRECT MISTAKES ON THE SPOT.
- TAKE CONTROL IF BULLIED.
- REMEMBER WHY YOU ARE DOING THIS INTERVIEW.

DON'T

- FAKE AN ANSWER.
- GO OFF THE RECORD.
- SAY “NO COMMENT.”
- NOD YOUR HEAD IF THE REPORTER IS PAINTING A NEGATIVE SCENARIO.
- ANSWER MULTIPLE QUESTIONS.
- FILL THE EMBARRASSING SILENCE.
- LOSE YOUR COOL.
- ASK TO REVIEW OR EDIT THE STORY.

QUESTIONS?