

Significant External Influences

- ★ **Relatives or Friends (close to the LOST SUBJECT)**
- ★ **Media**
- ★ **Political entities**
- ★ **Parapsychological**
(psychics, ESPs, Seers, Witches, Clairvoyants, etc.)

Helping Family Members

with Grief Reactions

- ★ Provide privacy & make comfortable.
- ★ Provide concrete info & support ventilation of feelings.
- ★ Provide professional or paraprofessional help (i.e. clergy, counselor etc.)
- ★ In fatalities, avoid family or friends viewing subject in the field.

Media Characteristics

☞ **Television leans toward action & entertainment. It is intended to be a vicarious experience. It is an intimate medium.**

☞ **Radio tends to be casual and personal and likes stories about people that use actual voices.**

☞ **Newspapers translate complex ideas best.**

☞ **Community newspapers want news that directly affects the community (now or in the future).**

Rules For Dealing With the Media

- 1. Don't talk to them unless you have to...**
- 2. Be brief, to the point and don't ramble....**
- 3. Prepare for - Who, What, Where, When, Why & How..**
- 4. Don't Use Jargon, be expressive, in control and friendly...**
- 5. Don't volunteer facts or information...**
- 6. Don't be afraid to say, "I don't know!"**
- 7. Think of what the public will want to know.**
- 8. Try to stay away from your "opinions".**
- 9. Give credit to those that DESERVE IT!**

After bumping into a very inebriated W.C. Fields in an elevator, an elderly woman was heard to have said, "You're drunk. . . how disgusting!"

After a moment of calculated silence, Mr. Fields responded with this immortal reprisal:

"Yes Ma'am, I am drunk. And you, dear, are ugly. In the morning, however, I shall be quite sober. . . ."

Tips on Dealing With the Media

Don't be afraid to say:

" I don't know !"

Never say anything...

" Off the record !"

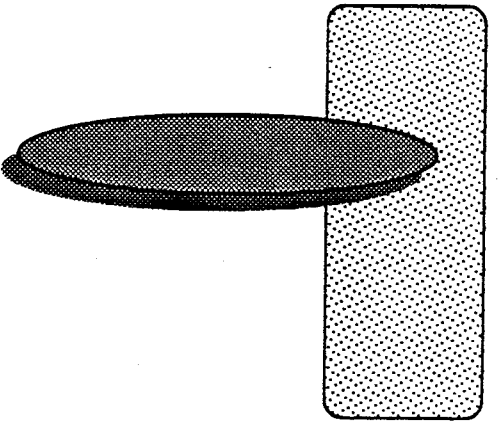
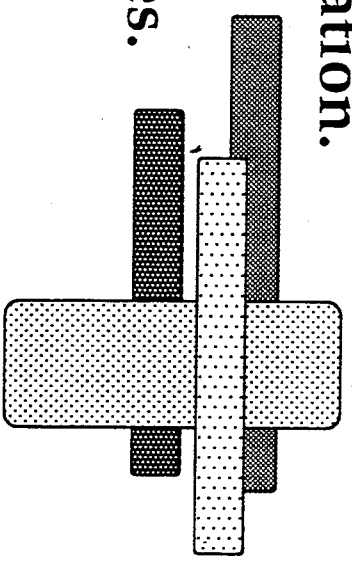
*The Media Serves its Audience ...
NOT YOU!*

but, ...

**Trust the public. The common
man is smarter than you think!**

When You Talk to the Media . . .

- ☆ Don't lie or give false information.
- ☆ Don't play favorites.
- ☆ Speak in crisp, short sentences.
- ☆ Be concise.
- ☆ Don't refer to reporter by first name or Mr./ Ms.
- ☆ Be prepared, but don't read.
- ☆ Have correct information.
- ☆ Use simple language.
- ☆ Be direct and open.
- ☆ Be candid (within limits).
- ☆ Be helpful.



The Media's Perspective

- **Information unavailable.**
- **Kill the messenger syndrome.**
- **Fears that the press distorts information**

→ *Leads officials to withhold or sanitize information.*

- **Other local state and national media.**
- **Scientists & Technical/Logistical problems.**
- **Conflicting opinions.**
- **Deadlines !!**

