

Don't Forget About Our Follow Up Sessions!

Do you have an upcoming interview, speech or presentation? If so, The

Communication Center

offers telephone

consultations and

follow up sessions to



help you prepare. Take advantage of our two-camera studio and stop by for a quick practice taping and one-on-one critique. Feel more confident next time you talk to a reporter, speak to a large crowd, or address a board room.

We're Celebrating our 25th Anniversary!

That's 9,125 days in business and over 4,000 spokespeople coached in presentation, speech, media interview and storytelling skills.

What a landmark! As we celebrate our 25th anniversary, we want to thank you for your business.



We work hard at providing coaching sessions that deliver lasting value. When you speak, we listen. We will continue to listen in the years to come. As we roll out new ideas, and focus on core services, please let us know what you think. Your feedback is always important to us.

You are the reason for our success. So, from all of us at The Communication Center, thank you!



The Communication Center Newsletter

**Crisis Communication and Interview Tips
Fall 2008**



Tel: (202)463.0505
www.thecommunicationcenter.com

COMMUNICATE

Controlling and Managing Interviews

“What gets covered obviously is bad news.

That’s, you know, if everything is going swimmingly, then that’s not news, so it doesn’t get that kind of attention.”

- An Executive VP, during an interview after being asked whether successes or failures get more media attention.

The Executive VP quoted above missed an opportunity to get his/her story told in this interview. At The Communication Center, we often tell our clients to remember that a media interview is a 50/50 situation and that you’ve got one hundred per cent control of your fifty per cent of the interview.

Why is that important? Because we are often intimidated by reporters and answer too quickly, reacting to their usually unanticipated question, instead of responding with our own messages. Here are some tips to remind yourself that you can manage that interview more easily if you prepare effectively.



3 Tips to manage your interview:

1. Develop your key messages with strong facts and examples.

2. Anticipate questions. People often say “I don’t know what they’re going to ask me!” If you pause and think about it, you do know the questions they’ll likely ask you, even though you wish they wouldn’t! Based on your messages, create positive responses.

3. Recognize that many tough questions fall into similar topics or themes. Organize them under those “issue buckets”, as we like to call them, and then, no matter what challenging question is posed, you can transition to your messages.

Here’s the point.

Reporters will always have their own angle or agenda for a story, and so will you. You need to give them the positive messages that support “your” story.

By Nan Tolbert, Executive Communication Coach

The 5 Laws of Crisis Communication:

When Bad Things Happen to Good Organizations

It’s been a rough year. From Wall Street to Main Street, no one is immune from the economic downturn. Any organization, regardless of size, location, or situation, can find itself in the midst of an unexpected crisis.

How will you and your organization respond? In those unforeseen moments, follow the:

5 Laws of Crisis Communication



1. Respond quickly
2. Give simple, positive messages
3. Be open, honest and accessible
4. Do more than expected
5. Use common sense

While these simple rules won’t change the situation or make the crisis go away, they will help you maintain control of the information communicated to your audiences.

Need to plan or practice your crisis communication? Let The Communication Center help! Give us a call to learn more about our crisis communication services.