



potential pitfalls - look out below!

Don't get bullied when talking with a reporter. The following are just some of the approaches reporters take that can make you feel uncertain, defensive, intimidated or just plain angry.

TYPE	EXAMPLE
1. Leading	So, just how bad would you say this catastrophe is?
2. Hostile	Isn't this just another example of how poor the public schools really are?
3. Non-question	This sounds like misconduct.
4. Speculating	Well, the student was on the roof, so do you think this is a suicide attempt?
5. Veiled threat	If you won't give me the information, I'll call the Superintendent's office.
6. Pressure	Look, I have a 4 o'clock deadline and I can't wait for the investigation to be completed.
7. Hypothetical	If there was a crossing guard, would the accident have happened?
8. Either/or	Was the custodian or the teacher at fault?
9. Tag game	That's not what the police said.
10. Righteous Indignation	Are you refusing to answer the question?

To find out how to handle the approaches the reporters take, contact the Community Relations Department to see when the next Working With The Media workshop is scheduled.