

# Taming the Hydra-Headed Beast



## Media Management

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# Media Status

- Constitution guarantees freedom of the press.
- The government does regulate some media.
- Print media are largely unregulated, and newspapers and magazines can print nearly anything as long as they don't slander anyone.

- The internet has also gone largely unregulated.
- Yellow Journalism & Attack Journalism.
- Cross-Media ownership.
- No direct censorship nor law on censorship.
- Discrete and indirect methods of regulating the media

- Denial of government advertising or a reduction in its quantity.
- A delay in the settlement of advertising bills by government agencies.
- Arbitrariness in accepting or rejecting the advertising rates of publications, and television networks or in modifying these unilaterally.
- Licensing of Newspapers, Radio & Television.

# Government and the Media

- Media and the Government are two of the largest institutions within a country.
- They were both designed for a common goal.
- The media is free to criticize the government in order to improve its function, but it is becoming all too common for journalists to unnecessarily attack the government and its organizations.

- Deadly relationship between government and media.
- Media freedom in India is derived from the right to free expression.
- Which in turn is related to the public right to information.

# Turning the Table

- Reporter wants to be your friend, to get you to say what you otherwise might not
- Be wary, and be aware
- You don't have to answer the question as posed!
- Be the Reporter's friend, but give them what YOU want them to have

# **RULE NUMBER 1**

**There is no such thing as  
“off the record”!**



# Interview Tips

- Listen to the question carefully, then pause before answering.
- Give a concise answer, then STOP.
- Don't speculate.
- Don't use jargon or acronyms.
- Don't be afraid to repeat messages, especially at the end of an interview.

- **A**lways answer or acknowledge the question. It's OK to say "I don't know." It's NOT OK to say "no comment."
- **T**ransition from the question to one of your positive key messages
- **F**inally: Deliver the point YOU want to make!

# Print Media

## Advantages

- Much more room for details and depth
- More likely to have knowledgeable reporters
- More credibility with our target audience

# Print Media

## Disadvantages

- Larger papers have tendency to reflect editorial bias
- Need “real” people
- Need lots of facts and details
- Depth required may mean longer interviews, need to research

# What matters most is....

- You're never off the record
- Find your three best messages, and stick to them
- Keep it simple to drive your point(s) home

# Television

- A mile wide, an inch deep
- Reporters seldom have needed background or more than 80 seconds
- Visuals justify the story
- “Real” people
- Factoids...or mini-factoids

# Television

## Strategies

- Stay focused on the reporter's eyes
- If you can see a monitor, ask that it be moved (especially if interview is live)
- Listen to entire question; keep answer simple, but make your point
- Sit or stand still; don't move around

# Television

## Strategies

- Try to avoid black or white clothing; dangling jewelry; light-sensitive glasses
- Need notes? Put messages and critical data on 3x5 cards, in **large print**.
- It's a normal conversation; but it's not over until you (or the reporter) are apart.



# Dealing with Media

- Be prepared (for anything!)
- Be positive
- Be honest
- Be brief
- Be yourself
- Be focused
- Be confident, energetic, and in charge.
  - You know more than the interviewer. If not, you wouldn't be the one being interviewed!

# Oh, and one more thing....

- You're never off the record.
- Find your three best messages. Know them. Transition to them. Repeat them.
- Keep things simple. Use the limited time you have to the best advantage.