

INTERVIEWING WITH THE MEDIA: BE CAREFUL LITTLE MOUTH WHAT YOU SAY. Steve Leer, Senior News Writer, Agricultural Communication Service, Purdue University, West Lafayette, IN, 47907.

What comes to mind when you think of the news media? Unbiased? Factual? Fair? Unbalanced? Malicious? Scum of the earth? OK, let's stop while we're ahead. Regardless what images journalism might conjure up, you likely will have to deal with reporters at some point in your career. So it's good to be prepared when the phone rings and a member of the news media is on the other end of the line. In "Interviewing with the Media," subtitled, "Be Careful Little Mouth What You Say," you will learn how to successfully communicate with the people who communicate with news consumers. We'll discuss such topics as the importance of plain English, avoiding industry jargon, answering tough questions, staying on message, word choice and what to do if a reporter gets under your skin. You'll see and hear examples of good media interviews and not-so-good media interviews. This session will provide practical advice for those who've never experienced a media interview, as well as those who regularly rub shoulders with the scum of the earth — er, reporters.