

Dealing With The Media

Risk Communications Are Difficult

- Public misperception of radiation
- Risk analysis is lost on the public
- Lack of trust and credibility of information sources
- Media distortions
- News worthiness
- The “badder” the better
- Anticipate questions
- Cost and enforcement

Trust And Credibility On Environmental Issues

Survey Results

- Top Third
 - Local citizens who are perceived to be neutral, respected, and well-informed about the issue
 - Non-management employees
 - Physicians and other health professionals
 - Safety/emergency response professionals (e.g. Fire Chief)
 - Professors/educators (especially from respected local institutions)
 - Non-profit voluntary health organizations
 - Professional societies

Trust And Credibility On Environmental Issues

Survey Results (cont'd)

- Middle Third
 - Media
 - Environmental groups
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- Bottom Third
 - Industry officials
 - Federal government officials
 - Environmental consultants from “for-profit” firms

Trust And Credibility Factors

- Caring / Empathy
- Competence / Expertise
- Honesty / Openness
- Dedication / Commitment

SIMPLE RULES FOR TALKING TO REPORTERS

- 1. Brief and in plain language**
- 2. Answer only what is asked**
- 3. Be redundant (assure understanding)**
- 4. Don't speculate and don't give opinions**
- 5. Don't venture outside your area of expertise**
- 6. Don't say "no comment"**
- 7. Don't ever lie to a reporter**
- 8. Remember that reporters are not your friends**
- 9. Never go "off the record"**
- 10. Don't say anything you don't want your boss to know**
- 11. Talk to private citizens like they are media**