

DESCRIPTION

The news media is a tool for reaching a large audience quickly. However, unless you are submitting an advertisement or public service announcement, only the news media decides what it will cover and how. You can influence the news media's decisions by improving your relationship with it. Use carefully defined messages, and repeat those messages over and over to the news media.

REQUIRED ACTIVITY?

No.

MAKING IT WORK

WHEN TO USE

Go to your target audiences (*e.g.*, affected residents and local officials) first, deliver your message directly to them, and then use the media to reinforce it and distribute it further. Most people would rather receive a disturbing message (*e.g.*, their property or community might be contaminated) from someone telling them about it personally rather than from reading about it in the newspaper. The one caveat to this is in the event of an emergency, such as a release or other situation that could affect residents and from which they need to protect themselves. In such situations, it is imperative that you reach the news media immediately and enlist their help in alerting the community. The side benefit from this is that, in doing so, you become the source of record for information about the situation and the media will tend to come to you first for updates and interpretations.

When working with the news media, always be aware of your regional structure. Agency policy dictates that CICs must coordinate with their regional Public Affairs/Press Office before making a news announcement.

You will work with the news media under two circumstances:

- **When you want the news media.** When you have something you want the media to disseminate to the public for you; and
- **When the news media wants you.** There may be a crisis, or someone is covering a story that directly or indirectly relates to your site.

The news release you issue when you want the media to put something out for you is, technically, a publicity release and not news. Although you may think that what you are announcing is news, keep in mind that "news," by definition, is something that is different, dangerous, unexpected, or controversial. Although a local Superfund site is typically considered news, the information needs to be immediate in nature. It generally is not news if it happened days ago, or will happen sometime in the future.

It is appropriate to use the news media to publicize a site-related decision, an upcoming meeting, changes in schedule, or changes in activities or expectations. However, get the message to your primary audience first. In addition to the publicity, expect the media to cover it in the hopes of developing news (*i.e.*, the public reaction, the controversy, or the conspiracy). In such cases, your release to the media should be timely, not days before or after the decision.

How to Use

News is rarely objective. Do not tell a newsperson that they must provide equal time for opposing views, or that they must be fair or objective. Accept the fact that news is what the editor says it is, and work on presenting your angle in a way that fulfills the editor's definition. This involves understanding how each medium gathers news, how they present it, and how their needs are different. Try to customize news releases for each medium. Remember, however, that you will get different results from essentially the same news release. See the attachment, "Guidelines for Working with the Media," at the end of this tab.

Whenever you work with the media, especially when you are a resource for a news story, you must be aware of their deadlines. If you do not meet their deadlines, they will find someone else who will, and they may remember your tardiness when you want them.

Use a combination of the following three approaches to media coverage:

- **Paid Media** — in which you purchase space or time from a media outlet. This is advertising, and it is the only way to guarantee total control of your message. It should be noted, however, that EPA cannot purchase advertisements, with the exception of paid public notices;
- **Unpaid News Media** — in which the news media has chosen to cover your news as a story with you as a resource. While you will have no control over which of your quotes are used in the end product, by anticipating the hard questions and repeating your carefully designed messages, you can greatly increase the chances that your message will be the quote that is chosen; and
- **Public Service Announcements (PSAs)** — in which a message that is intended solely to inform or educate the public is carried for free or for a discounted price by television, radio, or print media. PSAs differ from regular commercials in that they are not intended to generate profit for a particular product or organization.

Your two main tools for working with the news media will be your news release and your media log. Both are discussed separately at the end of this tab.

You will be most effective if you are an accessible source of reliable, verifiable information, regardless of whether the news is good or bad. Be available when reporters need you. Try to connect with them. Do not be evasive. Do not be afraid of working with the news media. They are rarely out to "get" you or anyone else without provocation. However, do not let your guard down. Remember that a good reporter will not give you preferential treatment, there is no such thing as a "dead microphone," and a reporter is never off duty. Don't make off the record comments.

If you have antagonized an editor or reporter, your opportunities for good news coverage will be compromised exponentially. Dealing candidly with bad news when it first surfaces can drastically minimize the coverage it receives. If you deny it or refuse to comment, that can become the story, and may continue to be a story for years.

Tips

- Identify the intended audience first when preparing a news release or PSA. The message should be tailored to address the audience's concerns.
- Unless there is an emergency situation involving a site-related release, do not use the news media until you have gone directly to your primary audience first.

- Never say “no comment;” rather, explain why you can’t (not won’t) comment and include the policy behind why you can’t. For example, say: “Anything I say right now would be pure speculation, and it is EPA policy not to speculate on such matters.”
- When answering questions about enforcement issues, it is best to say something like: “It is EPA policy not to talk about any current or future enforcement issues.” Be consistent with this response, regardless of the actual answer, because a series of negative responses interrupted by an “I can’t comment” response sounds like a “yes.”
- Never offer or promise an exclusive for a newsworthy event. If you offer something to the media, it must go to all interested outlets, not just one. If an outlet comes to you with a story line or an inquiry, you do not have to (and you should not) offer the same story to everyone else. Do not promise that you will not respond to similar inquiries from others.
- Meet with the environmental reporter for each media outlet.
- Most media outlets have a “community bulletin board” that lists community events; use it.
- Have something available for a “slow news day.” Editors frequently need filler material, and if you can provide a non-time-sensitive story, you will help them and yourself.
- Always have positive messages, not long explanations, ready (see message template).

RELATED TOOLS/RESOURCES IN THE TOOLKIT

- [Responsiveness Summaries, Tab 36](#)
- [Information Repository, Tab 21](#)
- [Public Comment Periods, Tab 31](#)
- [Technical Assistance Grants, Tab 41](#)
- [Public Meetings, Tab 32](#)
- [Public Notices, Tab 33](#)

ATTACHED ITEMS WITHIN THIS TOOL

- Attachment 1: Guidelines for Working with the Media
- Attachment 2: How to Choose a Medium
- Attachment 3: Guidelines for Picking a Media Event
- Attachment 4: How to Reach the Media
- Attachment 5: Preparing a Public Service Announcement
- Attachment 6: How to Prepare a News Release
- Attachment 7: Sample News Release
- Attachment 8: Other Media Tools
- Attachment 9: Media Log
- Attachment 10: Message Template

ATTACHMENT 1: GUIDELINES FOR WORKING WITH THE MEDIA

Before the media call:

- “Off the record” is interpreted differently by reporters. Some say it means that what you say is not to be used; others say it will not be attributed to you. Do not risk it.
- “For background” means that the information is provided to give the reporter insight; it may appear in a story, and may or may not be attributed.
- With bad news, the sooner you get your story to the press, the more credible your spin will be.
- If you do not talk to the media, someone else will, and you probably will not like it.
- Plan your key messages in advance. Have both generic and issue specific messages.
- Have three sound bites ready at all times to give to reporters.
- If reporters call you for a filler story, accommodate them. It will pay dividends later.

After the media call:

- Use the message template to prepare your messages.
- Plan “cutoffs” that will enable you to segue to other subjects and messages.
- Anticipate tough questions and transition to make the point you want to make.
- Meet deadlines.

After the media interview:

- Make notes on every media encounter, and enter notes into your media log.
- Arrange to receive a copy of the story for your record.
- Do a follow-up or an introduction with reporters, give them your business card, and list other topics for which you can be a resource.

INTERVIEW GUIDELINES

Do...

- Have your messages ready. Use them as often as you can; a few notes are acceptable.
- Bridge the conversation to where you want it to be; use your cutoffs to segue.
- Turn a negative into a positive by acknowledging the negative, but not repeating it; then switch to the positive.
- Correct any part of the question that is inaccurate. Do not repeat the wrong information; just make the correction first and then answer the correct question.
- Put phrases in front of your messages like “the most important thing, the key is, the bottom line is” and follow with your messages.
- If you need time to think, pause, say the reporter’s name, restate the question, then answer.
- If you do not know the answer, say so, get the reporter’s deadline and get back to them.
- If given a multiple part question, answer the best, most important, or easiest one. When finished, ask them to repeat the others.
- Pause to correct yourself if necessary.
- Take your time; they can stop the camera or edit out dead air.

- Carefully examine any documentation shown to you by the media, but not on camera.
- Make eye contact with the reporter, not the camera.
- Project positive nonverbal behaviors and watch your body language. Keep your head up and hands out of pockets.
- Look directly into the television camera when talking; imagine making eye contact with a fictional person behind the camera lens.
- Once you've given your answer, close your mouth!

Don't...

- Let down your guard; there is no such thing as a dead microphone.
- Use threatening, non-verbal behaviors: *e.g.*, make a fist or point at the reporter.
- Shift your eyes back and forth between different cameras and/or reporters. You will look shifty-eyed and dishonest on television.
- Sway from side to side or rock back and forth.
- Wear sunglasses while being interviewed on camera; this goes for eyeglasses that tint darker in the sunlight too, it looks as if you are hiding something.
- Lead yourself into an area of questioning that you do not want to answer.
- Be misled by a reporter's friendly manner. It may change instantly.

Be aware of...

- Hypothetical answers; explain that you refuse to speculate and want to be factual.
- Forced choice questions. Use your own words.
- Needling questions. "Oh, come on...?" Stick to your messages.
- Ambiguous questions. Ask the reporter to clarify, then answer.
- Putting words into your mouth. Do not argue, just answer with your messages.
- Baiting for accusations. "What do you really think about...?"

Never...

- Lie.
- Get defensive, or lose your cool. If you do, you will be the focus of the story.
- Accept facts or figures from a reporter, unless you know they are correct.
- Say "no comment" if you cannot comment. Instead, try to explain it in terms of EPA policy.
- Speak on behalf of yourself.
- Speculate.

ATTACHMENT 2: HOW TO CHOOSE A MEDIUM

TELEVISION

- Most Americans get their news from TV. Normally, a TV news story runs for 10 to 30 seconds, although an investigative report may be longer.
- TV is powerful because it combines visual and audio media.
 - Consider what makes a visually appealing background for a story? If the content is very in-depth, consider print.
 - Consider how can you convey your message in a very short, powerful statement and repeat it over and over; long-winded explanations will be edited.
- Consider offering a site tour to local news crews. Show site workers in protective gear.
- Many local stations have community-oriented programs that spotlight local concerns. Consider offering the Site Team to appear on such a program; perhaps even consider being a regular to provide viewers with updates.
- Consider offering a local talent, or one of your local resources, a regular show in which they can host and on which you appear to provide updates or talk live (not an exclusive).

RADIO

- Radio is an audio medium, so you must think about what sounds good. Use descriptive words, active voice, short sentences, and memorable messages.
- If content includes a long explanation with many numbers, consider print.
- Radio is usually willing to air prerecorded Public Service Announcements.
- Other than an all-news station, radio tends to use what is called the “rip and read” method of news coverage (ripping the news release from the fax and reading it directly on air).
- Consider community service shows.
- Consider call-in talk shows.
- Consider local college radio stations or high school radio programming and newspapers.
- Purchase radio time during the morning and evening rush hours.

PRINT

- The print media offer a more in-depth look at events.
- In addition to newspapers and magazines, there are several other forms of print media that can be used to get your message across, including church bulletins, neighborhood newsletters, and local weeklies.
- The print media will take the time to research and develop a story.
- You can write a feature story for the outlet to consider. A small paper may print it verbatim.
- Pitch a story idea to an editor or reporter and offer to help them flesh it out.
- Submit letters to the editor and opinion pieces. Different papers call them by different names, be sure to have the name right before you send them in.
- Avoid the temptation to focus exclusively on the major publications. Local weeklies and “shopper guides” are often more widely read than the majors.
- Submit information to bilingual local weekly newspapers. These are very popular in some communities and very accessible. Check restaurants, food stores, pharmacies, etc.
- Consider preparing features for trade publications or newsletters (industry, community).

ATTACHMENT 3: GUIDELINES FOR PICKING A MEDIA EVENT

Visuals and the nonverbal message are key in conveying your message to the public. If you want the public to see an open, communicative, friendly EPA, then hold an open house type of event. If you want to increase your credibility, host a poster session with experiments that reporters can do themselves. If you are defending the schedule for releasing sampling results, show some simple examples of quality assurance (be sure to include some video or pictures of busy people in laboratories). People will accept a longer waiting period if they know why, up front.

There are three types of media events. Each event can be tailored to be more or less formal, depending on your community's needs. The basic media events are:

1. Media availability
2. Media site visit
3. Press conferences

Media Availability

A media availability can be as simple as sending a press release to the media announcing that you (and whoever else you choose) will be available for questions at a certain place and time.

- **Location** - A media availability may be held at the site but not *on* the site. You may choose the entrance by the sign, in front of the fence, the observation deck, or a nearby conference room. You may ask a media outlet to host the event for you. You could have refreshments and bill the event as an open house for the media. EPA will not pay for food or beverages, either directly or indirectly, through its contractors. However, refreshments can be paid for by a sponsor.
- **Arrangement** - Decide if you want all the media together, press conference style, or if you want to stagger them for a more personal touch. If you want to put a reporter into a protective suit to allow them into a contaminated area, you will get more coverage of the event from that media outlet. If the protective suits are a big issue with the site, think carefully about this first. Consider having site team members available for interviews; this can be done as a panel session, a poster session for the media or the site team member with you at the fence.

Media Site Visit

The media site visit may be simple or fancy, like the media availability, depending upon your desired response. The benefit of a media site visit is visuals. The visuals may be shot through the fence to show work in progress. A site visit may or may not include a tour of the site, especially if you have an exclusion or safe zone. You might consider a walking tour using this safe space but from which the media representative can get good visuals of people working in protective equipment while others are nearby (preferably in the same frame) in more normal work clothes. There are three key things to consider when deciding:

- Will it be a simple site visit without going on site, or a tour?
- Will it be a group tour with all the media going together, or will it be a staggered tour with smaller groups?
- Are there safe areas so that you can take them on site; and what parts of the site are off limits to the media? Announce the rules and stick to them.

Press Conference

Use a press conference to make a major announcement to the public. The press conference is formal and time intensive to plan. Consider if another method of media outreach will serve your purposes. If you are the focal point of a controversial issue, remember that, in a press conference, reporters will feed off each other's questions. Answer these questions before deciding if you will hold a press conference:

- Is your message really a major announcement?
- Does your message warrant the formality of the press conference?
- Is the media market large enough to sustain a formal press conference?
- Will the media market respond well to the formality of a press conference?

HANDOUTS FOR THE MEDIA

For any of the above events, you will want to provide information in a format that they can take away with them. The “press kit” is the traditional hand out for the media. A press kit provides information on the current announcement or activity, as well as a complete background for any reporter who might be new to the site. Hand them out as you greet the reporters, or place them on the chairs or tables before people arrive. If you maintain a current press kit as the site work progresses, you will find that you have all the needed information right at your finger tips, and it is much easier to simply give background information to the media and let them read it, than it is to keep explaining the same things over again. This is especially good for reporters who arrive late to an event. Choose one or more of the items listed below:

- A biographical sketch of each team member’s qualifications
- A fact sheet on each contaminant found at the site
- A glossary of EPA terms
- An explanation of the Road to Superfund Cleanup
- History of the site and PRPs
- A site map, including closed off areas
- A possible remedial treatment fact sheet if appropriate
- A calendar of upcoming events
- Latest copy of the fact sheet sent out to the citizens
- Points of contact and where to find more information, such as the information repository and the EPA Web page

ATTACHMENT 4: HOW TO REACH THE MEDIA

TELEPHONE CALL TO ENVIRONMENTAL REPORTER

- This establishes a relationship and may save you the trouble of writing a news release.

NEWS RELEASE

- This is the most common access tool for reaching the media. No longer a “press release,” the preferred term is now “news release.”
- Follow standard journalistic style (see “How to Prepare a News Release” at the end of this tab.) Obtain PM/OSC approval; however, remind them that news releases must meet the expectations of the media to have credibility in that community.
- Distribute the news release.
 - AP Wire Service and PR News Wire — These services enable you to reach the widest number of outlets quickly, provided your outlets of concern are affiliated. When using this method, keep in mind that only the person at the wire service office will see your masthead; the media outlets will simply see printed news copy virtually indistinguishable from any other.
 - FAX — This is preferable because “EPA” will be obvious to the recipients. It is best to use broadcast fax capabilities, which provide virtually simultaneous distribution. Without broadcast fax capabilities, someone will get the story first, and someone else will get it last.
 - E-mail — Many larger media outlets now accept news releases via e-mail. This ensures simultaneous delivery to a large distribution list. It does *not*, however, relieve you of any of the demands or expectations of good journalistic style.
 - Internet — Posting your news releases on your region’s Web site, preferably by site name, allows citizens to see what EPA has said without the media’s editing.

Media Advisory

- Similar to a news release but used to advise the media of an upcoming event.

NEWS CONFERENCE

- Gets the same message to all outlets at the same time.
- Requires something powerful to announce, or no one will come for the next one.

Media Availability

- Similar to the public availability but for the media.
- Best if held at the site so they can get good visuals.
- Preferred to the news conference because the media gets to talk with you one-on-one.
- Great for the afternoon before a public meeting.

ATTACHMENT 5: PREPARING A PUBLIC SERVICE ANNOUNCEMENT (PSA)

PART OF A COMMUNICATIONS STRATEGY

- PSAs are most effective when developed within the context of a broader communications strategy. When crafting a PSA, make it consistent with the overall message being conveyed in the communications strategy.

THE MESSAGE

- Each PSA's message should be simple and should never address multiple issues. Keep the audience focused on a single topic.
- PSAs do not need to be creative. Clarity and focus should be the guiding attributes.

GETTING AIRTIME

- Adopt a diplomatic and intelligent approach when attempting to get a radio or television station to play your PSA.
- Your regional Public Affairs Office should always be involved in the PSA effort.

ATTACHMENT 6: HOW TO PREPARE A NEWS RELEASE

FORMAT OF A NEWS RELEASE

- Double spaced throughout.
- Wide margins so the editor can make notes.
- Refer to the Elements of a News Release below to ensure a professional appearance.
- The lead paragraph is key and must contain who, what, when, where, how, and why.
- Do not write chronologically. Use the inverted pyramid style: write from the most important point to the least important, from the broad to the more precise. Editors edit from the bottom.
- Be brief.
- Submit your draft release to the Public Affairs/Press Office for editing, and do not agonize over “word-smithing,” especially in the headline you offer; they will use their own.
- Use quotes and attribute them to senior management, the RPM, or other respected sources.
- The goal of the news release is to entice the editor enough to cover the story.
- See sample news release below:

ELEMENTS OF A NEWS RELEASE

Letterhead

Date of release

Release Guidance

(i.e., “for immediate release” or “embargoed until ...”)

Contact: name

Office Phone

Pager

Suggested Headline

(Date Line) Lead paragraph (double spaced)

body (double spaced)

(more)

in parens, centered if appropriate

Slug Line

body

—30—

(journalese for END, or just END)

ATTACHMENT 7: SAMPLE NEWS RELEASE

(A town, March 1) - The area south of Magnolia Street between Central Avenue and East River is closed due to the chlorine spill located at the University Club swimming pool. Metro Fire Department is asking the public to stay away from the University Club area until further notice. Ten people were in the University Club swimming pool at the time of the spill. They were all transported to Memorial Hospital. "All 10 patients are in stable condition" said EMS Chief Bob Savone.

Fire Department Officials have additionally closed streets on the southern perimeter to Orange Street due to the slight southeastern breeze which is dispersing the cloud of chlorine to the south. "At 3:00 p.m. today the spill was contained and all people within the affected area were evacuated," said Public Information Officer Bill Sharpe. At this time Fire Department Officials are continuing to investigate causes of the spill.

EPA's On Scene Coordinator Ted Stedwell explained that chlorine is a gas that can cause a burning sensation in both the eyes and the lungs of humans and animals. In extreme cases, it can cause nausea. He says that the best safety precaution people in the affected area can take is to remain indoors with windows closed until at least 5:00 p.m. The chlorine cloud will have dissipated to a level that is not harmful to humans or animals by that time, he says. Stedwell also says that it is safe to have the air conditioner turned on in the home.

ATTACHMENT 8: OTHER MEDIA TOOLS

- Site tours.
- Video news releases.
- Opinion pieces. This is a viable method for the Regional Administrator or other senior manager to present an opinion and explanation with a decreased risk of editing
- Display ads or legal and public notices. Current guidance only states that display ads “should be used in lieu of legal notices.”
- Editorial Boards.
- Clipping Services. These are expensive and your clips are generally three weeks old or more by the time you receive them. Consider using a local resident to send you clips weekly.
- Content analysis. News clips by themselves are meaningless; content analysis will give you insight into what is going on. If you can’t afford hiring a firm to do this (it is expensive), consider using local college students and have them look for:
 - Origin of the piece—was it the result of your news release, the PRP’s, or the reporter’s own initiative.
 - Is it positive, neutral, or negative toward EPA.
 - Who is quoted first, an EPA source or someone else.
 - Is there any new information coming out that you did not have.
 - What type is it—news article, feature, editorial, letter to the editor, or op-ed.
 - Is it accurate.
 - Changes in the nature of coverage—is it going from positive or neutral to negative.
- Media contact software. There are several available, all of which are expensive, but provide a wealth of help.
- Media Log — this is absolutely an essential documentation. It is your paper trail of media contacts; it is your record of what was said by whom to whom in response to what questions. In essence, it is what is known in the trade as your “alibi copy” if something goes wrong with the story. It can be electronic or paper; most CICs seem to prefer paper. It can also be in journal style, but that is cumbersome unless you are on a remote site, such as an emergency response. What seems to work well is a separate sheet of paper for each contact, pre-printed as in the sample that follows (there is also an electronic version). Make the paper a bold, distinctive color, so it is immediately obvious as a media log, and it can be referred to as “the pink sheet.” Provide them to the supervisor at the end of each day for review.

ATTACHMENT 9: MEDIA LOG

Site Name _____

Received By _____ Date Received _____ Time Received _____

Deadline _____

Reporter's Name _____ Organization _____

Name _____

Reporter's Numbers: Phone _____ FAX _____ Pager _____

E-Mail _____ Other _____

Subject of Story _____

Angle _____

Questions:

Action Taken

1. Response(s) given

2. Coordinated with: _____

3. Response given by: _____

4. Date of Response: _____ Time of Response: _____

Clips? _____ # _____ From: _____

Positive/Negative _____ Accurate? _____ Agency Source Attributed First? _____

Agency Source Attributed Last? _____ Agency Source Attributed Strongest _____

Other sources: _____

ATTACHMENT 10: MESSAGE TEMPLATE

A good message is a brief phrase that is memorable, conjures up an image and gets your point across. The ideal message is usually not more than five to 10 seconds long, but may be as short as three seconds.

Remember that the media, not you, decide which part of the interview they will use. You can increase your chances of having your voice deliver your message in your words by translating that message into good quotes. The more succinct and pointed your statements, the better the chances of having them used on the air or in print. The more rambling, open ended your statements, the better the chances of having a reporter or anchor give their interpretation of what they think you said.

The bottom line is - if you want to get your point across, tell the media your message.

You can expect some iteration of the following topics at almost every site:

- Safety/risk
- Health effects regarding the site (short- and long-term effects)
- Nature of the contaminants
- What does this mean to the community
- What is next

This template will assist you in transforming your message and main points into brief, concise, usable statements. The best thing about good messages is that they are reusable. Keep your evergreen messages handy, and recycle them. The following examples are a few proven messages to help you start your collection.

Examples

1. We've eliminated the immediate dangers.
2. Occasional, casual contact with the site is not harmful.
3. The real danger is regular contact over many years, such as a young child playing on the site every day.
4. It's the build up of exposure over time that presents the risk.
5. The accumulated exposure is the real danger, that's why we're here, that's what we must now eliminate.
6. The accumulated exposure is why our people wear protective clothing — they work with it every day.

DIRECTIONS/EXAMPLES

STEP ONE. IDENTIFY THE MESSAGE THAT YOU WANT TO CONVEY TO THE PUBLIC.

The site is safe over the short term, but continued exposure over many years can be harmful

STEP TWO. IDENTIFY THE MAIN POINTS OF YOUR MESSAGE (NO MORE THAN THREE AT A TIME).

1. Presently safe
2. EPA and contractors are now working to make it permanently safe
3. EPA's team has the experience and skill

STEP THREE. LIST DESCRIPTIVE WORDS TO REINFORCE YOUR MESSAGE. USE A THESAURUS IF YOU NEED A QUICK START.

1. Site: Protected, secure, stable, safe, not harmful
2. Agency/Site Team: Conscientious, experienced, highly qualified, exemplary, first rate, top notch, commendable, dependable, reputable, true blue, straight-shooting, above board, on the level, truthful, reliable.

STEP FOUR. COMBINE THE MAIN POINTS WITH THE DESCRIPTIVE WORDS TO MAKE YOUR MESSAGE.

1. EPA's first concern is always the safety and health of people.
2. We have eliminated all risk of immediate danger; now we're working to eliminate the long-term threat.
3. Casual contact with the site will not be harmful.
4. We have a top notch team working on this site. They've worked together for several years, and combined, we have over __ years of experience with this kind of situation.

THE TEMPLATE

STEP ONE. IDENTIFY THE MESSAGE THAT YOU WISH TO CONVEY TO THE PUBLIC.

STEP TWO. IDENTIFY THE MAIN POINTS OF YOUR MESSAGE (NO MORE THAN THREE AT A TIME).

1. _____
2. _____
3. _____

STEP THREE. LIST DESCRIPTIVE WORDS TO REINFORCE YOUR MESSAGE. USE A THESAURUS, IF NECESSARY.

1. _____

2. _____

3. _____

STEP FOUR. COMBINE THE MAIN POINTS WITH THE DESCRIPTIVE WORDS TO MAKE YOUR MESSAGE.

1. _____
2. _____
3. _____