



Working with the Press

Vincent Rhodes
Communications Manager
Clerk of the School Board



Releasing bad news...

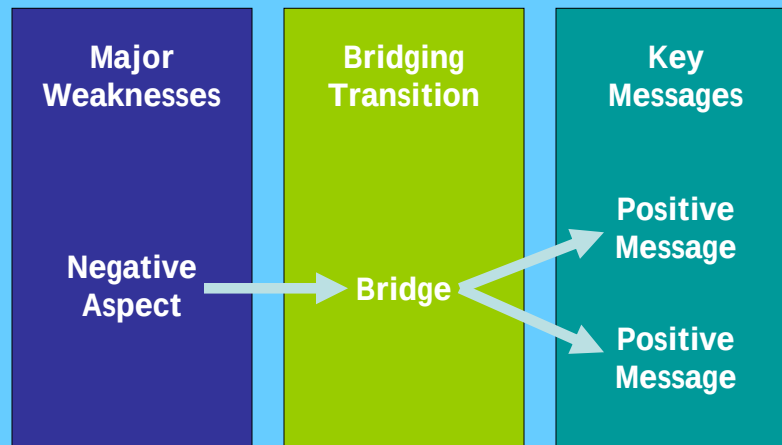
“Bad news is not like
wine. It does not
improve with age.”

— Colin Powell

Former General & Secretary of State



Content: Bridging to the Positive



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Four Television "Absolutes"

- ❖ **FEW** will remember your name
- ❖ They **WILL** remember your organization
- ❖ **ALMOST NO ONE** will remember much of what you said
- ❖ **NEARLY EVERYONE** will remember if they liked you
- ❖ *If you come away with people liking you and remembering your organization, you've won!*

Source: *Mastering TV Appearances: The 5-Star Survival Guide for Effective TV Interviews*,
Center for Advanced Media Studies

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