

Speaking with Media, Both Hostile and Friendly

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- I. Overview:
 - A. What to do when you're contacted by a member of the media
 - B. How to prepare for an interview
 - C. Media lingo
 - D. How to interview with the press
- II. Current news environment
- III. The News Desk View
- IV. What to do when contacted for an interview
- V. Interview lingo and parameters
- VI. Options - responding to media inquiries
- VII. What to think about when deciding to do/not to do an interview
- VIII. Examples of hostile media questions
- IX. Interview basics
 - A. What to do before, during, and after the interview
 - B. Bridging phrases
 - C. What to say/not to say to a reporter
 - D. Tips for television, radio, and print interviews
 - E. Your rights as the subject of an interview
 - F. What to wear/not to wear during an interview
- X. Practice interview