

Hello everyone and welcome.  
Please feel free to forward this  
newsletter to friends and colleagues.

Occasionally, some of the sites I link to ask that you register to access their information. It's always free, it only takes a moment and it is well worth your effort, so please give them a bit of your time and they'll repay it handsomely in easily accessible and valuable information.

Always keep in mind that everything you're exposed to in media is just someone else's opinion, so always view it with an open mind. Skillful communication with media and during presentations can make all the difference in how your message is reported and received. It's a complicated mix of delivery and interpretation and a skill few master, but something anyone can learn or improve upon.

Here's a list of issues we'll cover in this newsletter . . .

Leadership During Crisis  
Aggressive Journalists Reigned In  
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Put a Face on Your Business  
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Who Cares? Not Journalists  
Off The Record – Don't Bet On It  
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Viewpoint – Sell the Sizzle Not the Steak  
Musical Chairs in the Briefing Room  
WOW – Wisdom Opportunity Wealth for Women  
Survival Guide for Women Editors

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#### LEADERSHIP DURING CRISIS \_\_\_\_

Excerpt from Wharton article . . .

"In firefighting, there is the concept of an 'incident commander.' If a group of smokejumpers goes to fight a fire, the first person on the ground becomes the incident commander. It's not necessarily the most senior person. Everyone knows this policy and it is completely understood. That's the key. A junior person may thus have authority depending upon the situation."

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The same philosophy applies during a business crisis situation. The first few people arriving on a crisis scene may be interviewed for a perspective of the situation. It can't be overstated that being prepared is critically important. When media are on the prowl for a sound bite they follow their noses and gravitate to the person who appears to have the most direct contact with the issue.

The University of Pennsylvania took a close look at relationships during the 9/11 crisis and discovered a number of insightful observations. The article demonstrates that leadership isn't necessarily the sole domain of seniority. Junior people with a natural propensity to lead, plus a bit of training are also capable of optimizing the outcome in grave situations.

Click here for more . . . you might have to register (free) – its worth it.  
[http://knowledge.wharton.upenn.edu/091102\\_ss4.html](http://knowledge.wharton.upenn.edu/091102_ss4.html)

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#### AGGRESSIVE JOURNALISTS REIGNED IN \_\_\_\_

A number of journalists in Britain are being asked to follow a new code of behavior that bans bullying, intimidation and shockingly for some, swearing. I know what you're thinking . . . how will some journalists get their scoop if they don't push and bully their way to a story?

Well, don't be concerned that this new wave of ethics will affect their ability to deal with the public because the new rules aren't meant to redefine the relationship media has with its quarry. The new rules are being put in place to redefine the relationships journalists have with each other.

The BBC is instituting new rules to keep tempers from boiling over between colleagues. It seems aggressive behavior and swearing are not conducive to an efficient work environment. However, many journalists, especially senior members don't agree. They maintain that politeness has no place in a newsroom. Historically it has been a place of uncivilized behavior and they see little reason to change.

Read more . . .  
<http://www.jeffansell.com/Newsletter/BUMP01Nov02.htm>

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#### MARTHA'S DAMAGE CONTROL \_\_\_\_

We have followed Martha Stewart's financial fiasco in our newsletter since the story broke. Not to beat a dead horse, but I would like to follow up to give you an idea of the repercussions and dangers of not dealing effectively with media during a crisis situation.

Martha has legions of fans sticking by her side and they are so vocal that it might be confusing for some people to see how much damage she has done to the share price of her company Omnimedia.

In Martha's favor, she seems to be handling relationships with end users (fans) quite well. She recognizes that she has to keep the people who purchase her products on her side. She knows that if she bottoms out financially she can always rebuild with her core group of followers.

Martha's situation is interesting and unique because there are few manufacturer/retailers that are or will ever be in this position. Other than the odd fashion retailer like a Ralph Lauren, or a manufacturing mogul like

Jack Welch, former GE chairman, there are few business leaders who have succeeded in truly winning over both the investor and the end user of their products. They are household names. It's a precarious position that allows latitude for PR movement in a variety of directions when things go awry. And as you'll see in the link to MSNBC below, Martha and her handlers are taking full advantage of her options by lessening her visibility across the brand.

Unfortunately, from the outset Martha failed to recognize the bigger picture and how the financial community would react. In this respect Martha's image has suffered considerably. Could it have been handled better? Definitely. Would it have mitigated her financial damages? Most certainly. What went wrong? Her gravest mistake was to not take this matter seriously when it first broke. She played it down and assumed it would go away if she ignored her accusers. It set off a series of events that escalated out of control.

Check out the MSNBC link below for a brief synopsis of how Martha and her advisors are managing damage control.

If you're like me, and still trying to sort out the relationships between all the players in this circus, make sure you also check out the interactive graphic embedded in the MSNBC page. It's labeled ImClone's Complex Connections.

Here's the link . . .

<http://stacks.msnbc.com/news/826510.asp>

Link to Ad Age - Ralph Lauren editorial/journalism controversy . . .

<http://www.adage.com/news.cms?newsId=36586>

Jack Welch GE – Businessweek.com

<http://www.businessweek.com/1998/23/b3581001.htm>

Omnimedia seeks new CEO . . .

<http://www.jeffansell.com/Newsletter/BUMP02Nov02.htm>

Martha Thanks fans . . .

<http://www.nydailynews.com/news/story/14801p-14074c.html>

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PUT A FACE ON YOUR BUSINESS \_\_\_\_

Excerpt from Execuinsider.com . . .

"It hardly matters what happens to Martha Stewart in federal court because she'll come out ahead in the court of public opinion - and at the end of the day that's what matters most. Just ask Bill Clinton. He's one of the highest paid and without doubt most popular ex presidents on the speaking circuit.

If you want to instill trust within your company it's imperative that you learn to become an effective communicator in the boardroom, in front of the press and through your advertising campaigns. Don't think your natural

talent will carry you through to the finish line. Effective communication is developed through experience, expert training and live coaching tied together with a charismatic personality.

Do it right or go home.”

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Quite often we feel we can bluff our way through a crisis or a presentation. Knowing what not to say, is sometimes as important as knowing what to say. As business becomes more complicated it becomes increasingly important to be prepared for all eventualities. For a bit of insight into what went wrong at other companies click the link below.

Read the whole article here at Execuinsider.com  
<http://www.jeffansell.com/Newsletter/BUMP03Nov02.htm>

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#### NEWS SOURCES MULTIPLYING FAST \_\_\_\_

Civic Journalism Meets Multimedia Journalism. In my last newsletter we talked about Blogging and how it affects news. Every day more and more Internet related news sites pop up that give us an inside look and grassroots perspective of issues that affect our lives.

People are not only interested in truthful reporting, but also the process of journalism. We increasingly demand all the details and take it upon ourselves to stay informed. We collect information from a variety of sources like email, radio, television and interactive news sites and piece it together.

Because we no longer rely on only one or two sources for news information, it has become more critical for businesses to get their messages out with clarity. When your company is put under a microscope and scrutinized on a myriad of levels it's important to maintain a sense of continuity that will give the public confidence in your message.

When you are being monitored by journalists with multifaceted insect-like eyes, how you say it is as important as what you say.

Read more here. . .  
[http://www.hypergene.net/blog/comments.php?id=P70\\_0\\_1\\_0](http://www.hypergene.net/blog/comments.php?id=P70_0_1_0)

A Scholar's View . . .  
<http://www.ojr.org/ojr/oleary/1032478089.php>

Blogging goes mainstream . . .  
<http://www.jeffansell.com/Newsletter/BUMP04Nov02.htm>

Internet reaches decision makers . . .  
<http://www.adage.com/news.cms?newsId=35985>

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## MOOSE MANIPULATES MEDIA \_\_\_\_

Excerpt from an article by John Hughes . . .

"The police, in their cat-and-mouse game with the (Washington area) snipers, were more concerned with using the press as a tool in the investigation, rather than providing press and public with full disclosure about their operations."

Is this a fair statement? How many of you thought Police Chief Charles Moose bumbled through the crisis causing more harm than good? His small town folksy demeanor belayed the fact that he had more than a thousand federal and local investigators working under his command.

Chief Moose's messages were carefully crafted, but often came across as cryptic and misleading. The question you have to ask is, "misleading to whom"? Certainly the public was confused and as a result voiced demands for Chief Moose to step aside and let the FBI run the show. But was Chief Moose brilliant in his dealing with media? Did he get his message out to the snipers and keep them on edge and attentive?

The reality is that serial killers are sometimes never caught, or worse yet they perpetrate their crimes for years. Was Chief Moose's strategy a catalyst to keep the snipers engaged in conversation and in doing so did skillful media manipulation bring this horrific event to a relatively quick close?

The other side to this conundrum is, did media willingly play along or were they so well handled by the unassuming Chief Moose that they were little more than pawns in a grand media manipulation? Did the press fall for Chief Moose's media tactics and in fact provide a direct conduit to the psyche of the snipers in the Chief's voice?

I've posed a lot of questions here and unfortunately can't give you the answers because I wasn't privy to Chief Moose's agenda, but I can tell you that considering the overbearing daily threat, the level of hysteria seemed to be well handled by a seemingly bumbling Barney Fife.

I quite often had the feeling I was eavesdropping on a private psychological conversation between Moose and the snipers.

Read more here . . .

<http://www.csmonitor.com/2002/1030/p11s02-cojh.html>

CNN's take on the matter . . .

<http://www.cnn.com/TRANSCRIPTS/0210/26/rs.00.html>

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## WHO CARES? NOT JOURNALISTS \_\_\_\_

70% OF PEOPLE POLLED BY the Pew Research Center report that journalists do not care about the people they report on. Wow. I've talked

about this before in my newsletters. How is this possible? If this is true is it any wonder that it is so hard to deal effectively with media?

As reported by the Washington Times, "Public criticism of the news media, which abated in response to coverage of the 9 - 11 attacks, is once again as strong as ever," the survey states. "As the media's focus has shifted away from terrorism, Americans regard news organizations with the same degree of skepticism as they did in the 1990s."

31% of respondents called the press unprofessional.

Learning to deal with bias is the best way for a business to get their message across to media accurately. The better you understand their motivations the better your chances of speaking their language. Stop and ask yourself, if you do business in France does it benefit you to learn to speak French?

Media is a language and through proper training can be learned. You can learn to communicate well enough to help journalists see your side.

Read more here . . .

<http://www.jeffansell.com/Newsletter/BUMP05Nov02.htm>

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OFF THE RECORD – DON'T BET ON IT \_\_\_\_

Famous last words . . . I didn't know the microphone was still on!

Interested in a little inside info regarding the shady tactics media uses to catch you off guard? Scroll through the site below for a long list of sneaky techniques used to record your words and actions without your awareness. I'm amazed this site is online.

Click below and scroll down the page . . .

<http://members.aol.com/Photogslou/photogspeak.html>

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WOMEN SABOTAGE COMMUNICATION (MEN DO IT TOO!) \_\_\_\_

The glass ceiling is alive and well, and if women want to break through it they have to rethink how they communicate in the boardroom.

For example, did you know that a rising inflection at the end of a sentence sounds tentative, as if posing a question? It's a real credibility killer. You can learn to change this speech pattern and many other traits that can negatively impact your executive growth.

I found a great list of common concerns of many people, not just women. These concerns address body language, voice control and the avoidance of public speaking. All of which can be overcome with proper training and professional coaching.

Take a look at the list below and if you recognize yourself pick up the phone and give us a call or email for information about our programs. Once you change your habits you will never look back.

Click here for the list . . .

[http://www.indbusiness.net/women\\_indbusiness/ten\\_ways\\_sabotage.php](http://www.indbusiness.net/women_indbusiness/ten_ways_sabotage.php)

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VIEWPOINT \_\_\_\_

## SELL THE SIZZLE NOT THE STEAK

While researching material for this newsletter it became obvious that American journalists are thoroughly immersed in wartime reporting.

Wartime reporting has overshadowed the entire network of news professionals. In fact it is so prevalent it's increasingly difficult to find news information without some type of reference to war.

War is the ultimate crisis situation and if we look carefully there are many lessons to be gleaned from those in the eye of the hurricane.

Press Secretary Ari Fleischer deals every day with situations of crisis proportion and he handles everything thrown at him with composure and confidence. Whether you agree with him, or like or dislike his style is irrelevant. The fact is he has been able to get his message out to the public and maintain a demeanor of control in a time of war.

I'm not suggesting that any of the problems we deal with daily in business approach anywhere near the level of gravity that the wartime effort has generated, but it is fair to say that some of the strategies we see in the White House Briefing Room can be adapted for the corporate boardroom.

In everyone from Ari Fleischer to Colin Powell, we see well trained, experienced corporate executive presentation strategies that reflect a clear agenda of purpose and control. All of the president's men and women are clear on what they say. They have been well trained and coached over the course of their careers to know what to say and how to say it. It's no mistake that they get their messages across clearly and with so much conviction. Granted, some do have natural talent and are very charismatic, but for the most part, if you study their delivery carefully you will see common characteristics in their styles and methods of delivery. It didn't happen by accident. It's only through experience and training that they speak the same language and communicate a unified message.

Their public speaking, presentation and crisis skills are uniform and designed to serve their purpose and not that of the media. They have succeeded in presenting a harmonized front and have held the nation together during a time of great stress and vulnerability.

The issue of whether the political actions taken are right or wrong is irrelevant here. The point is, media report almost exactly what the White House intends them to publish and broadcast.

It is only now that a few very influential members of media strongly question how they were manipulated and are suggesting that they fell into the campaign through a common bond of patriotism. Respected journalists are becoming increasingly vocal about the biased reporting of their colleagues and are imploring the public to look carefully at messages being disseminated through the press. Some well-respected journalists even openly criticize their own employers, interestingly many without retribution.

Political leaders are often so effective in their presentation and speaking skills that the information supporting the message becomes secondary. It's a prime example of selling the sizzle, not the steak. The media fell in lockstep with political agenda and passed it on to the public before they realized all the ramifications. That represents powerful speaking on the part of politicians. If you look carefully you will also find a growing list of conspiracy theories and explanations regarding how media were manipulated by political style wrangling.

The New York Times printed an interesting quote recently from Tom Daschle, Senate Democratic Leader. Daschle reflected the sentiment of a growing number of Americans and others around the world when he said, "We can't find bin Laden, we haven't made real progress in finding key elements of Al Qaeda. They continue to be as great a threat today as they were one and a half years ago. So by what measure can we claim to be successful so far?"

I can answer Tom Daschle's question. Through carefully cultivated relationships and brilliant communication with media the White House has sold its agenda to the American public. From a public relations perspective, that is success.

We should all be so lucky and skillful.

Pot calling the kettle black . . .  
<http://www.jeffansell.com/Newsletter/BUMP06Nov02.htm>

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#### MUSICAL CHAIRS IN THE BRIEFING ROOM \_\_\_\_

Press Secretary Ari Fleischer recently shuffled the seating plan in the White House briefing room. News magazine reporters moved to the back and TV took over the POWER ROW up front. The link below will give you a bit of insight into the musical chair-jumping that journalists engage in during White House briefings.

The article also shares a few secrets like the following;

Excerpt from Martha Brant at MSNBC; "The untold secret of the White House briefings is this: reporters never ask a question that they really want to know the answer to. Perennial Power Rower herself, Helen Thomas, will tell underlings that. (The octogenarian Thomas, who works for Hearst newspapers these days, is the only reporter who has her name instead of the name of her organization on the little brass plaque affixed to the seat.) The reason is that if you get a real answer rather than spin,

you'll have to share it with the whole press corps. But, mostly, because you'll never get a real answer."

Read the article here . . .  
<http://www.msnbc.com/news/834704.asp>

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#### ART OF WOW --- FOR WOMEN ONLY \_\_\_\_\_

Roz Usheroff ([www.Usheroff.com](http://www.Usheroff.com)) and I are having a wonderful time delivering the Art of WOW program!

WOW stands for "Wisdom, Opportunity & Wealth" and is a communications and leadership conference for professional women. In June and just recently, Roz and I hosted Art of WOW programs at Chicago's Sutton Place Hotel and Toronto's Park Hyatt Hotel and I'm grateful to say the conferences were a great success.

Art of WOW helps women executives project stronger leadership and confidence, especially when they have to speak under fire. The conference is a great way to support female leadership in your organization!

The next Art of WOW Conference is scheduled in early 2003. If you're interested in attending, please email my associate Shoana Martin at [shoana@jeffansell.com](mailto:shoana@jeffansell.com) or call 416 413 9660.

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#### SURVIVAL GUIDE FOR WOMEN EDITORS \_\_\_\_

The American Press Institute has assembled a series of articles targeted at female editors. Fortunately, much of the information is useful and valuable to women or men in all professions who have to deal effectively with media. The information is targeted primarily at women, but written by men too. You can download the entire 8 MB article or choose to download just the topics you find interesting.

The more you know about the motivations and how editors and journalists operate the better you will be able to deal with them effectively. Click the link below and then scroll down the list of topics under the picture.

<http://americanpressinstitute.org/news.cfm?id=765>

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That's it for this addition of News & Views.  
I hope you found it informative and valuable.

I'm Jeff Ansell,

Be well

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Read it on the train or at home.

Check into my News & Views site for updates between Newsletters.  
<http://www.jeffansell.com/newsansell.htm>

I'm always interested in your comments and viewpoints.

\_\_\_\_\_ Forward News & Views to a friend or colleague \_\_\_\_\_

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Jeff Ansell & Associates

(905) 707-7088

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