

Jeff Ansell News and Views

In this October 2015 edition we cover stories about:

Desperate Reporters

Amateur Spokespeople

Apps that Track Your Secrets

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Please feel free to forward this newsletter to friends and colleagues.

My book, When the Headline Is YOU is being translated to Vietnamese.

My "Communicating With Confidence" video can be seen on Lynda.com  
<http://goo.gl/ig3G27>

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I'll be in Chicago next week to moderate a panel discussion with FBI director James Comey. The event is part of the 2015 convention of the International Association of Chiefs of Police.

Others on the panel include Bob Paulson, Commissioner of the RCMP, as well as top police officials representing the UK, Australia, and New Zealand. Together, these

leaders are known as the "5 Eyes". I'm eager to tap into their wisdom on the future of law enforcement.

Earlier in the day, I'll deliver a presentation on how police chiefs can best get their messages across to media, at a time when police actions are under intense scrutiny.

President Obama is also slated to address the conference.

It will be an exciting convention!

Learn more here . . . <http://goo.gl/tQxMC0>

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I am also looking forward to conducting a Crisis Communications Forum for the Alberta Farm Animal Care Conference on October 28-29, 2015 in Calgary.

Learn more here . . . <http://goo.gl/cz0doK>

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Check out my BLOG . . . <http://jeffansell.com/wordpress/>

Friend me on Facebook . . . <https://www.facebook.com/jeff.ansell.96>

Follow me on TWITTER . . . <https://twitter.com/jeffansell>

Reviews of my book, When the Headline Is YOU - <http://is.gd/hHDqru>

"When the Headline Is YOU" is now also an AUDIOBOOK - <http://bit.ly/PiYotw>

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## 1.) THE POWER OF OPTICS

Donald Trump is getting away with his caustic comments because he doesn't care what media report. Just about all politicians live and die by media coverage, but not Trump. He's thriving in it because he's ignoring what social media says about him. While most politicians cower in the wake of a social media onslaught - it only makes Trump stronger. Social media pundits and reporters alike know they're not getting to Trump and it galls them.

If anyone but Trump had launched this type of campaign they'd be long gone long ago.

Everyone knows that the only reason he's lasted so long is because of his wealth, and also because his political incorrectness is seen by many as a breath of fresh air - as nonsensical as some of his comments have been.

Canada's newly elected prime minister, Justin Trudeau proved more adept than his competitors when it came to appreciating the power of optics. Globe and Mail TV reporter John Doyle quotes one political type saying "Skillful use of images for TV news can be as persuasive as TV ads . . ."

Read the story here . . . <http://goo.gl/6cTXE3>

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## 2.) NEWS MEDIA STILL GET BIG STORIES WRONG

"Never before in history has more information been available to more people, but at the same time, never before has more bad information been available to more people," Scott Pelley CBS Evening News.

One would think that with all the access reporters have to social media and communication tools the accuracy of news reporting would improve.

Unfortunately, it is even more important today for spokespeople to communicate clearly because the process of news reporting is becoming more complex. Newsroom budgets are being radically cut, which means fact checking has suffered as has the amount of time a journalist spends on a story. It all means considerably less accuracy.

On the other hand, if, as a spokesperson you are able to communicate to a reporter more clearly, the odds of your message being reported in the manner you need rises dramatically. When you look or sound like you're stumbling and unsure of your message you invite trouble from a frazzled newsroom.

Though Pelley made his comments a couple of years ago, they are even more relevant today.

Read the story here . . . <http://goo.gl/gTmo4o>

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## 3.) SHOOTING OFF YOUR MOUTH

When Maine Governor Paul LePage joked about shooting a cartoonist he missed the target and instead shot himself in the foot. Comedy, no matter how well intended is very difficult to pull off. It takes a lot of skill to be funny, but if your joke is caustic in any way you can almost guarantee it will backfire.

Gov. LePage was speaking to a group of teenagers, and one of the teenagers in the crowd was the son of the cartoonist LePage joked about shooting. The man he targeted was political cartoonist, George Danby. LePage made it worse by not immediately apologizing for his errant tongue, and in fact further insulted Danby and his son by reiterating he disliked the cartoonist.

Sometimes you just have to know when to quit shooting your mouth off. It sounds easy, but in the heat of the moment emotions take over and inexperienced and untrained spokespeople often react badly.

Read the story here . . . <http://goo.gl/VBlcLD>

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#### 4.) WORST JOB OF 2015 - REPORTER!?!

According to CareerCast, the Worst Job Award of 2015 goes to "REPORTER".

As for why, well, their Growth Outlook falls deeply in the minus category and the pay is almost as dire. The job is fun, but the economic prospects are grim.

Reporters today work under increasing levels of stress, from lack of support from employers, to disrespect from the people they cover in stories. As the economy shifts and news companies feel the impact, journalists become more frustrated. Reporters with experience have heard it all, so if you are a spokesperson you had better have your story and delivery straight before you say even a single word. Reporters are not in the mood these days to deal with amateurs.

Read the story here . . . <http://goo.gl/DEDiw1>

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#### 5.) SHOOTING THE MESSENGER

When a hospital didn't like the way the local newspaper reported stories about their executives, the health facility stopped selling the newspaper in their gift shops and delivering it to patients. The boycott was viewed by many as vindictive and brought even more attention to the hospital's questionable track record.

The University of Pittsburgh Medical Center reacted to criticism by shooting the messenger instead of investigating how they manage their facility. Going head to head with news media is always a losing proposition, yet, in all their wisdom it is exactly what happened at the hospital.

The Pittsburgh Post Gazette even published an article describing why they were critical of the UPMC, and then went one step further to describe why the protest was futile when they wrote, to "wage a war on media instead of investing more

heavily in public trust.” Their readers got it, and the UPMC suffered even more damage.

Read the story here . . . <http://goo.gl/EW4K8E>

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## 6.) DESPERATE REPORTERS OVER EAGER

When the pressure is on it seems people make bad decisions, including reporters. Getting the story at any cost has been a common complaint heard around the world for many years, but recently the severity and frequency of complaints has increased considerably. Reporters are frustrated for a number of reasons and in order to protect their jobs and remain competitive they go to great lengths to break a story, including breaking the law.

In Nevada recently, reporters broke into a TESLA battery factory, and when confronted by employees who called the police, the reporters jumped in their car to run and hit an employee with their vehicle as they escaped.

Read the story here . . . <http://goo.gl/hgZ6Xt>

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## 7.) JOURNALISTS USE SECRET-SHARING APPS

If you thought it was hard to hide information from a reporter in the past, it’s almost impossible today thanks to technology like Whisper and Secret. (Since the original article below was published, the creator of Secret has shut the app down.)

Whisper however still prowls the internet looking for and verifying information that could be posted by anyone, even anonymous sources. Think of apps like this like a dog’s nose. Once a reporter is on a scent, it doesn’t take much to reverse engineer what often mounts to gossip and build a case for the story. Finding the secret is the hard part. Proving it is relatively easy considering social media is so pervasive and that many people, especially your competitors, are often willing to talk to reporters.

It’s never been a good idea to be less than honest with a reporter, but today it is even more important to be able to relate your story in a way that convinces them your version is the accurate version.

Read the original article here . . . <http://goo.gl/SMVmJD>

Why Secret was Shut Down . . . <http://goo.gl/IgNF3J>

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## 8.) TWITTER NOW CURATES NEWS . . . EXTRA EXTRA

Twitter just moved a big step closer to doing what newspapers “used” to do for readers. Twitter now has a feature that curates tweets for you, which means if you want to follow a story you simply hit the little thunderbolt icon and the story rolls out automatically. No more having to follow specific users to track breaking news. Basically, it’s instant news at your fingertips, any day and any time. Only available in the U.S. for now.

EXTRA EXTRA READ ALL ABOUT IT!

Read the story here . . . <http://goo.gl/MIEJqA>

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## 9.) AMATEUR SPOKESPERSON vs PRO REPORTER

If you’ve ever wondered how easily a professional reporter can goad an amateur spokesperson into losing emotional control, look no further than this video.

When a political supporter is asked by reporters why a politician lied, the spokesperson, who is merely a supporter and not even an official spokesperson, accuses the reporter of illegal activities and becomes so angry he spews out a stream of expletives.

The reporter remains calm and gives the guy enough rope to hang himself and prove her point. WARNING: strong language

Watch the video here . . . <https://youtu.be/Qv6Pq5nNjN4>

..... WhenTheHeadlineIsYOU.com

## 10.) PRO SPOKESPERSON vs PRO REPORTER

If you’ve ever wondered how a well trained spokesperson handles a tenacious reporter, check out this video of Seattle Seahawks star player Richard Sherman going head to head in a media scrum.

Sherman stayed cool, calm and collected throughout the entire exchange. He maintained his own in the interview, and when he was satisfied the reporter had nothing left to say, he dismissed her and moved on to the next reporter without missing a beat.

Media training as well as experience gives spokespeople confidence to get their message across in a manner that leaves them and their company looking good.

Watch the Video here . . . <https://youtu.be/7F8p0-n0TU8>

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## 11.) SEARCHING FOR HEADLINES

There is no doubt the dynamics of the news industry have changed radically in the last five years as a result of search engines and social media sites.

News is the same, the difference however is how it is distributed. Music and books went through the same evolution news is now facing.

The challenge for public speakers and spokespeople is that anyone can now Google your name, your company name, and/or a related topic and instantly see a cross section of what a large group of people think about you, right or wrong.

Some feel there's direct competition between search engines and news companies, but when you look closely you'll see subtle differences that constitute a paradigm shift. The Gutenberg Press was invented 600 years ago, and for almost this entire time news was based largely on a print model. The old saying of "never argue with a someone who buys ink by the barrel" has evolved to become "If you're going to argue make sure you know how to do it and what you're talking about, because we all now have one click access to social media headlines, some of which we write ourselves."

When Jeff Bezos, Amazon founder, bought the Washington Post, the doctrine of news distribution as we know it, once again began to change. Throughout history we've mistakenly thought technology would make our lives easier. All it's done is make it more complex.

Read the story here . . . <http://goo.gl/TzS6yk>

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That's it for this edition of News & Views.

I hope you found it informative and valuable.

Please don't forget to read my BLOG between newsletters;

<http://jeffansell.com/wordpress/>

Sincerely,  
Jeff Ansell

Be well . . .

P.S. My book, "When the Headline Is YOU" is now also an AUDIOBOOK -  
<http://bit.ly/PiYotw>

"When the Headline Is YOU" can be found at a variety of places online and from your favorite bookstores, including Amazon, Barnes & Noble, Chapters, Indigo, & also directly from my publisher, Jossey-Bass.

<http://www.jeffansell.com/TIPS/When-the-Headline-Is-YOU.html>

The book captures my decades of experience as a media coach and reporter, and is designed to help people understand and interact effectively with news media.

If you're not even sure if YOU need my book, check out our animated trailer to help you decide. <http://www.youtube.com/watch?v=Xhwd6tly1ao>

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I'm always interested in your comments and viewpoints.

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