

Jeff Ansell News and Views

In this February 2016 edition we cover stories about:

\*\* Presidential Candidates

\*\* Managing Brain & Tongue

\*\* The History of Spin

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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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Years ago as a youngster I saw a poster in New York with a picture of a police officer walking down a dark and dangerous looking alley. The caption read: “You wouldn't walk down this alley for a million dollars. A police officer does it for a lot less.”

Police services across North America face a myriad of challenges.

I recently had the honor of presenting to the International Association of Chiefs of Police at their convention in Chicago. In addition to a 2-hour presentation, I hosted a panel discussion featuring FBI Director James Comey, and RCMP Commissioner Bob Paulson, as well as three top law enforcement officials representing the UK, Australia, and New Zealand.

Topics discussed included terrorism, cyber crime, and child pornography - all disturbing issues that face law enforcement representatives everywhere. Earlier that day I delivered a presentation entitled "When the Headline Is You", which addressed sensitive issues like race relations between police and the community.

The IACP convention is widely attended.

President Obama was also on hand to speak. CNN carried his presentation live.

Learn more here <http://goo.gl/E2t9st>

I'm grateful to say I'll be presenting to the California Police Chiefs Association March 14th.

Other speakers at the Police Chiefs conference include California Governor Jerry Brown and state Attorney General Kamala Harris.

<http://www.californiapolicechiefs.org/agenda>

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A brand is sacred to a company. It helps you stand out from your competitors. Over time, a brand becomes associated with a level of credibility, quality, and consumer satisfaction. Your brand is clearly one of your most valuable assets. For all these reasons and more, it is critical to uphold the integrity of the brand.

Every company that cherishes its brand needs to properly prepare for the worst, including operational, financial, marketing and related crises. Companies and organizations need to know where their brands are vulnerable so they can plan ahead.

As a media and crisis communications consultant I have the privilege of providing counsel to many of the world's leading brands.

I was honored to be the featured dinner speaker February 10th at the Canadian Automobile Dealers Association Summit.

Here's a short interview I did before the event: <http://goo.gl/MelOfe>

Here's an article about the presentation: <http://goo.gl/n2BW9y>

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On March 1st I'll be visiting the students of the "Media Relations for PR Professionals" course at the University of Winnipeg. My book "When the Headline is YOU" is part of their curriculum. I'm really looking forward to meeting with PR Professionals of the future! <http://goo.gl/8TiVfy>

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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.) A PRESIDENTIAL CAMPAIGN UNLIKE ANY OTHER

Donald Trump calls Ted Cruz a liar and Ted Cruz accuses Donald Trump of throwing "Trumper Tantrums" (Try saying that ten times).

The GOP contest started off as a mutual admiration society but when the Iowa caucus drilled down to a Trump-Cruz contest, the gloves came off. Indeed the language used in the Republican campaign has been highly inflammatory and most un-presidential. We hear gems like; "They've been wearing this political correctness kinda like a suicide vest." and "I have never seen a thin person drinking Diet Coke."

Do you know who said what?

Check out these links to find out . . .

Trump's Outrageous Quotes  
<http://goo.gl/AxJIP4>

Palin's Speech re Endorsement of Trump (video)  
[https://youtu.be/\\_LPR7DktumA](https://youtu.be/_LPR7DktumA)

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## 2.) IF IT QUACKS LIKE A DUCK

Hillary Clinton ought to be careful what she asks for. The presidential candidate told supporters last week they should literally bark like a dog if they hear a Republican candidate tell what she considers to be a lie.

I suspect that now that she has let the dogs out, the GOP will be dogging her on the campaign trail to give her a taste of her own medicine.

Here's Hillary offering up a sample bark: <http://goo.gl/eGRG9R>

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## 3.) KNOWING THE RIGHT THING TO SAY

The U.S. Presidential campaign is now shifting into high gear as politicians ramp up their Town Hall appearances across key states. With every word out of their mouths under a magnifying glass, candidates need to be even more mindful of the impact of what they say and how they say it.

Former GOP presidential candidate Chris Christie snapped at a young woman at a recent event when she asked the New Jersey governor why he wasn't in his home state cleaning up after the bad storm the state experienced a couple of weeks ago.

After a mini tirade Governor Christie apologized to the mayor of the town that experienced the storm, and for trivializing the seriousness of the crisis.

Christie did not however apologize to the young woman who bravely stood up to politely ask the governor a question. It may not always be easy knowing what the right thing to say is, but at the very least don't bite people when they ask a question you don't like, especially when it's asked in sincerity.

Here's what Christie said: <https://youtu.be/B0F97YcFDJk>

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## 4.) MANAGE YOUR PHYSIOLOGY IN STRESSFUL MOMENTS

Humans are all wired the same way. In nervous moments we experience the release of stress inducing hormones, like cortisol. Within the context of tough

questioning during a media interview we put ourselves on high alert as we teeter on the precipice of the “fight or flight” syndrome.

Whether we realize it, in those situations we ask ourselves “Do I stay here and answer the question, do I run, or do I freeze?” Recognizing we have no choice but to answer the question, our sole objective in that instant becomes survival, saying to ourselves, “Please get me out of here in one piece.”

When reporters for the TV news show 16 x 9 investigated “Just Energy,” an energy marketing company, they accused the firm of using high pressure sales tactics. The CEO of Just Energy declined interview requests, and instead her co-CEO took her place.

The co-CEO spokesperson looked like a deer in the headlights. In nervous moments, we either breathe in a shallow upper-chest manner, or we hold our breath. When we hold our breath our hearts start to race and our brains run on fumes. It doesn’t matter how solid your messages – you have to keep breathing while you speak!

Watch how the co-CEO breathes in this encounter with the reporter:

<https://youtu.be/g4DQIFWBf08>

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## 5.) LOOK AND SOUND LIKE YOU MEAN IT

Ahh body language, one of our most powerful communication tools. It defines our confidence and indicates whether or not we can be trusted.

Vladimir Putin watchers attribute his rise to infamy partly on how he holds himself when he walks. Basically, he was trained to walk like a Russian soldier holding a sidearm in his right hand. He struts his stuff in a manner that evokes masculinity and sends a message of always being on guard.

Body language subconsciously manifests itself in many ways, from the slightest micro-twitch around your mouth or eyes when you tell a reporter a lie, to how you walk up to someone and greet them with a handshake. It’s an all-encompassing package that reveals your integrity, or lack thereof.

Most people think they easily hide their emotions, but the reality is that it takes training and practice to conceal your “TELLS.” Good poker players do it well, and so do experienced spokespeople and politicians. Most people however say one thing with their mouths and send an exact opposite message with their hands, heads, bodies, and even feet. With a little practice it’s relatively easy to spot incongruity.

You need to look like you mean what you say and say what you mean.

Drop the ball on any of those facets and you send a mixed message, which means people won’t trust you regardless of the words that leave your lips.

55% of the way your message is interpreted comes from the way you use your body and face, while 38% comes from your voice, tone, texture, and level of conviction. Many people however overdo conviction, so be careful because if you protest too much it sends a message you're hiding something.

That leaves a measly 7% for people to interpret your message based on your words.

Reporters are well trained to spot a disconnect between what you say and how you look when you say it.

Here's one of my lynda.com short videos about body language:  
<http://goo.gl/0zI4Ba>

Putin's Strut and Claim to Fame:  
<http://goo.gl/OLUBfm>

..... [WhenTheHeadlineIsYOU.com](http://WhenTheHeadlineIsYOU.com)

## 6.) FACT CHECKING THE PRESIDENTIAL CANDIDATES

News reporting budgets have been slashed over the last decade, and fact checking has taken a big hit.

One would wonder then how a news organization can trust spokespeople to tell them the truth. Well the truth is, they can't and they don't. It's a harsh reality that inexperienced and poorly trained, or worse, untrained spokespeople often exaggerate the truth. They think they can sneak something by a beleaguered industry struggling to evolve how they verify a story. Fortunately, the news industry is still paying attention and checking to see if what you tell them adds up. Today however they have a new set of tools to replace the big money once thrown at fact checking.

Fact checking now occurs across a number of social media platforms like blogs, Facebook, and Twitter. Reporters might not be able to dip into the company kitty anymore to pay an intern or young employee to confirm facts, but they can poll their social media feeds to see what's what, and they do, moment by moment.

If you're wondering how it works and what type of fact checking is occurring respective of the presidential primaries, check out the NY Times link below and see what the best of the best are doing and how they call out presidential hopefuls as the November 8, 2016 election approaches. You do not want to be on this "Fact Checking" list, and the really bad news is that there are now thousands of lists just like it, not as big, but as powerful. All it takes today is for one person to call your bluff on Twitter and you're toast.

Click to learn what Trump, Clinton, Sanders, Cruz, & Christie are saying:  
<http://goo.gl/044xZk>

Twitter Dynamic Fact Checking Feed:  
<https://twitter.com/nytpolitics>

How Eyewitness News Fact Checks Political Ads:  
<http://goo.gl/cVU7FZ>

Fact Checking - A BIG LIST:  
<http://reporterslab.org/fact-checking/>

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## 7.) WHEN YOUR MOUTH GOES FASTER THAN YOUR BRAIN

Maine Governor Paul LePage put his foot in his mouth so deep recently, it came out the other end. LePage was talking about drug dealers in his state when he made an inappropriate race related comment and then refused to apologize.

TV Host Rachel Maddow knows how to cultivate and elicit juicy sound bites, and the gems she recently plucked from LePage are priceless. Rachel even half apologizes and explains that asking hard questions is what reporters do. Maddow tries hard to get her questions answered, and as you'll see the governor's spokespeople tried to turn it around and make the reporter look foolish. Not a good move.

Watch the painful video here: <http://goo.gl/NbubSq>

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## 8.) ALGORITHMS WRITE NEWS HEADLINES

Just when you thought it was safe to talk to a reporter, it turns out machines are now writing headlines and giving your words new meaning.

Algorithms can take a headline and automatically turn it into several versions to be used in different mediums and on different websites. The "King of Clickbait" Emerson Spartz, a twenty-eight year old modern day mini media mogul has the headline market sewn up and is expanding even further across television, radio and print.

Spartz wrote a series of algorithms that parse traditional headlines and then automatically re-writes them in a nanosecond so different versions can be used to target a wide variety of audiences. If you think you can ignore Spartz, good luck, because his sites attract 50 million hits every month, which is considerably more than newspapers even dream.

If you're interested in what compels someone to read a headline, check out the link below; for example, if a headline induces anger in the reader it can generate a very high response.

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

Is it Clickbait, Trickbait or Sharebait: <https://goo.gl/CRW04w>

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## 9.) NEWSPAPERS CLOSE COMMENT FEATURE

Comment sections of news companies are a problem for the industry on a number of levels. News companies report they are closing comment sections because of "vitriol, foul language, and racism" among other things.

What they fail to say however is that people in comment sections often correct overworked reporters, and usually not so nicely, but more importantly, they sometimes criticize the news company's advertisers. As you can imagine, a business that counts on making a profit cannot afford to have their benefactors upset, so the easy solution is to kill the comment section.

Many online companies manage comment sections without too much problem. For example, they don't allow personal attacks, racism, or even posting off topic. Quite often the comment section is also tacitly co-moderated by the people making the comments. Technology allows comments to be voted upon, liked, and even reported for infractions of the site.

Yes, it costs money to moderate comment sections, but news companies truly committed to telling a balanced story feel it is worth the investment.

There is little merit to the argument that comment sections cannot be moderated cost effectively, because many companies do it successfully daily. They don't however have to mollify advertisers. Follow the money.

Here's the Toronto Star's take on why they closed commenting:  
<http://goo.gl/qGw5yq>

Here's what the Globe & Mail has to say about the Star closing comments:  
<http://goo.gl/dG1ZPE>

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## 10.) STALKING SPOKESPEOPLE

If you ever wondered how tenacious an investigative reporter can be, take a look at how one of the fastest growing pure-play online news companies, BuzzFeed, finds new reporters. Here's a quote; "I made the decision I was just going to hire great reporters who would sniff out amazing stories," Schoofs said. "Who would basically go out to the Serengeti, kill the game and drag it back."

When reporters like this show up at your door you better know exactly what you're talking about and how to get your message across effectively, because journalists like this won't stop until they take down the story lined up in their sights.

Read more about BuzzFeed's, Mark Schoofs: <http://goo.gl/siJt9M>

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## 11.) SPIN - HATE IT OR LOVE IT

Spin is a term I'm not too crazy about it because for me and many others it implies the manipulation of information.

Spin is nothing new though and has been around for a very long time, especially in the political arena. When we think of spin we often think of old time snake oil salesmen travelling from town to town hawking potions.

Today however, politicians use spin to procure votes.

Here's how they do it, and why: <http://goo.gl/r9rP9d>

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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://goo.gl/V40Gs1>

"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://goo.gl/ETVCGI>

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>

FOLLOW ME ON TWITTER <http://twitter.com/JeffAnsell>

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

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

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My Website - <http://www.jeffansell.com/>

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I'm always interested in your comments and viewpoints.

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