

The Sources HotLink

Tips and Practical Ideas to Get Positive News Coverage

Number One, Fall 1996

Sources HotTip

7 Tips for Effective Speeches

BY PETER URS BENDER

1. Write key points on note cards. (Don't take the risk of forgetting what you want to say.)
2. Have your hands visible to the audience. (Keep them out of your pockets. Use them to communicate.)
3. Wait 10 seconds before you begin, then speak more slowly than normal. (It will feel uncomfortable, but it helps you focus and makes you look/sound more powerful.)
4. Smile, smile, smile. (An audience always reflects the speaker.)
5. Watch your listeners for their feedback. (If their body language says "boring", do something!)
6. Make your speech live. Put your heart and soul in it. (If it doesn't live, you die as a speaker.)
7. At a personal moment in your talk, wink at your audience. (Left eye to people on your left, right eye to those on the right. It makes people feel like you're speaking to them.)



Peter Urs Bender is the author of "Secrets of Power Presentations". Peter's listing is on Page 170 of the Summer 1996 edition of *Sources* and on the *Sources* World Wide Web site (<http://www.sources.com>). His E-mail address is:

pubender@idirect.com.

Bonus News

Every organization listed in the Winter 1997 issue of *Sources* will receive a complementary copy of the 1997 *Sources/CAJ* calendar. *Sources* is pleased to become exclusive sponsor of this information-packed wall calendar.

Welcome from the Editor

Welcome to the first issue of *The Sources HotLink*, featuring articles and tips to assist you with Media Relations.

Your goal is to get positive publicity. *The Sources HotLink* provides tips, reminders and a few tested guidelines to help you. Help in planning your media relations strategy and improving your day to day publicity awareness will be included in every issue.

The Sources HotLink will help you get the most from your *Sources* listing. It will suggest simple and cost-effective ways to enhance your listing to increase calls from the media and coverage. The

article about the Subject Index by Ulli Diemer on page 3 is the first in this series.

These pages are a forum in which you and other listed organizations can learn from each other. Each issue will feature services and expertise provided by individuals and organizations listed with *Sources*. Your suggestions, comments and articles are sought. Let me hear from you! Call me at (416) 964-7799 or send an E-mail message to yvonne@sources.com.

Cheers,
Yvonne Hilder, Editor

Planning your Media Relations Strategy

Guidelines for Successful Interviews

The following are some guidelines to keep in mind when you go into an interview.

1. Make it clear at the outset whether you're speaking for yourself or on behalf of the university. Provide your full name and title.
2. Present your main points and conclusions first. This introduces the reporter to the ideas you wish to present and helps focus the interview. If complex information is being dealt with, sum up at the end of the interview. A succinct statement, written in advance, is an excellent way to ensure full understanding, particularly for complex technical stories.
3. State and explain your viewpoint clearly and frequently throughout the interview. When you move to more important points, repeat the main points to avoid any misunderstanding.

4. When asked your opinion on items in the news, avoid making ad hominem comments. You can say that a government report reaches faulty conclusions without criticizing the author and belittling his research techniques and abilities. Emphasize that your research in the area has led you to different conclusions, rather than bluntly contradicting the government experts.
5. Respond to parts of questions, or rephrase them, so that you minimize the risk of misinterpretation.
6. Try to use uncomplicated language, avoiding jargon, acronyms, and difficult terms. Remember that technical terms are a foreign language to the non-expert. If you use them they will have to be translated by the reporter, and you may not be pleased with the translation.
7. Avoid words like disaster, breakthrough or stupid. They invite the

Continued on next page

Pamela Wallin Live uses *Sources*

Recently added to the *Sources* controlled distribution list:

Golden West Broadcasting Radio, Swift Current, SK

Mark Bennet, Daytime Producer, **Rogers Community 10 Niagara Falls**

Piali Roy, Contributing Editor, **Canadian Business**

The Health Show/Man Alive, CBC, requested 13 copies.

The Chronicle Pointe-Claire, QC

Aboriginal Voice Magazine

The Bill Good Show CKNW Radio, Vancouver, B.C.

Elm Street, Toronto, ON

Distribution to **United Press International** has recently increased to include *a copy for each writer*. UPI is an international news-wire service.

The Ingersoll Times

The Southam New Media Centre, Edmonton, AB requested 12 copies.

Mark Leger, **The Telegraph Journal**, Saint John, N.B.

Pamela Wallin Live

News from Circulation Manager Kate MacDougall

SOURCES *HotLink*

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Sources HotLink is free to organizations listed with *Sources*. Subscriptions are \$20/year for those not listed with *Sources*. Subscription orders must be prepaid. Visa or MasterCard accepted.

Publisher: Barrie Zwicker

Editor: Yvonne Hilder

Circulation Manager:

Kate MacDougall

Typesetting and Design:

Elaine Farragher/AlterLinks

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New Organizations Listing with Sources

Look Who's Joined You in *Sources*

The following organizations have joined the pages of *Sources* in the past six weeks. Look for them in the January 1997 print edition and on the WWW site.

A&L Computer Software Limited

Advanced Card Technology

Agricultural Institute of Canada

Association of Mature Canadians

Canadian Alarm and Security Association

Canadian Association for Safe Schools

Canadian Association of Rehabilitation Professionals

Canadian Centre for Ethics & Corporate Policy

Canadian Newspaper Association

Canadian Pharmaceutical Association

Canadian Vocational Association

CINRAM

College of Physiotherapists of Ontario
CSC Inc.

Donohue Inc.

Export Development Corporation

Fresh Breath Clinic

Gotlieb and Pearson Barristers and Solicitors

Institute for Work and Health
IntelPro

International Forest Products Ltd.

Internet Canada Corporation

Maloney, Gotlieb and Pearson

Government Relations Inc.

Ontario Food Terminal Board

Ontario Science Centre

Rayrock Yellowknife Resources Inc.

Royal Agricultural Winter Fair Association

Royal Life Insurance Company of Canada Ltd.

Sevec

Society of Ontario Hydro Professional and Administrative Employees

Soft Arc Inc.

Steelcase Canada Ltd.

University of Western Ontario

Vision TV

Young Entrepreneurs Association of Ontario

Successful Interviews ... Continued from Page 1

- reporter to treat the story in a sensational way.
8. Be prepared for questions about the relevance of the story and its ethical, legal, economic or political implications.
 9. Take the time to collect your thoughts before answering difficult questions. If necessary, tell the reporter you would like time to consider the question and get back to him after the interview. Then prepare a written answer, telephone the reporter and dictate your response to him.
 10. If you are asked a question that you really don't wish to answer, say so and stand by your decision. However, be prepared for the reporter to press you on the point from several different angles and at different times during the discussion. You are always better off deflecting a question (see above), when the interview is finished.
 11. If you don't know the answer to a question, be honest and admit it. If the information is important to the story, you can offer to get it for the reporter when the interview is finished.
 12. Only make statements you can support with facts.
 13. Use one or two examples to explain your position, rather than enumerating a list of supporting facts. Sacrifice comprehensiveness for simplicity and force. After all, the average length of a newspaper story is about 400 words, while radio or television reports can be as brief as 30 seconds.
 14. If relevant, have copies of books, reports or speeches available for the reporter.

*Reprinted with permission from the Simon Fraser University World Wide Web site at: <http://www.sfu.ca/mediapr/>. The SFU listing is on page 286 of the Summer 1996 edition of *Sources* and on the *Sources* World Wide Web site (<http://www.sources.com>).*

Getting the most from Sources

The Subject Index: Helping Journalists Find You

BY ULLI DIEMER

Your subject index headings are the most powerful feature of your *Sources* listing. Your choice of headings:

Tells journalists, editors and researchers you have expertise in the subject they are looking up, and;

Leads them directly to your company or organization.

The number of calls you'll receive from the media directly relates to the number, newsworthiness and specificity of your headings.

Re-check your headings each edition. It's well worth it. Your organization changes, the world changes, and news judgments change.

More than 16,000 carefully chosen headings reflecting an extremely wide diversity of topics are available to you in the *Sources* Subject Index. An Advisory Board reviews headings to make sure they reflect recent developments as well as current norms in the information sciences.

To select or review the headings under which you want journalists to find you, start by scanning the Subject Index in your copy of *Sources*. Look for headings relevant to your organization, headings that best highlight *your* areas of expertise.

To help you find the subject headings most appropriate to you, we have devel-

oped lists of headings arranged by broad category (e.g. Law, Health, Science and Technology) and by more defined sub-category (e.g. Criminal Law, Dentistry, Computers). We're happy to send you a list of headings in the category or categories relevant to you. Just call.

You are also invited to suggest that additional headings be created if none of the existing headings seems to fully describe some of your areas of expertise. Your help in improving the Subject Index ever further is very welcome; however, *Sources* retains final discretion about the addition of new headings to the Index.

As a rule, the more specific your headings, the better. Choose Employment for Disabled, or Employment/Executive, rather than Employment. Avoid vague and general headings such as Education or Environment. Most of all, scratch your head and do internal research to discover all the areas of expertise and opinion you and your staff possess.

If you need more than 40 subject headings to fully describe your organization, you may list yourself under additional headings for only \$5 per heading.

Ulli Diemer is the Sources Subject Index Editor and a member of the Sources Subject Index Advisory Board.

Improve your publicity awareness

A Good File Never Forgets

Set up a file to record media calls to you. Don't rely on your memory alone. Tell all the contacts included in your *Sources* listing they may get calls from the media and brief them on how to respond. This is the perfect opportunity to review interview guidelines (see page one). Contacts should tell the person responsible for maintaining your media file about each media inquiry. If your *Sources* listing includes a main phone line answered by a receptionist have him or her note media calls directed to other

staff members. You may be getting more calls from the media than you realize.

Compile a file of clippings. Try to tape radio and TV coverage. At least make note of such coverage. A good file can help educate new staff members about your organization. Use the file contents when reviewing and planning your media relations strategy. Finally, no file is good unless it's up to date. Make sure whoever is responsible for keeping records is on top of things.

Sources Hot Tip

Tips for Getting the Most from E-mail

BY YVONNE HILDER
(yvonne@sources.com)

The E-mail I receive from journalists seeking assistance with their research and from organizations listed with *Sources* is often puzzling. Many messages are undressed, unsigned and written in haste. Some queries require detective work before I can send a proper response. E-mail deserves as much attention as other means of communication. Consider the following tips:

Check your E-mail daily. If your E-mail address is included in your *Sources* listing it may be used by journalists (especially night owls or those in other time zones). If someone has posted a message in the middle of the night he or she is probably hoping for a reply early the next day.

If you include your E-mail address on your business card, letterhead or in your *Sources* listing and you don't have the time to check your E-mail consider removing it or replacing it with one main business E-mail address

Respond to inquiries from journalists and researchers *immediately* and consider quoting parts of the original message. Quoting the original message is like repeating the question in an interview. It will help clarify your answer.

Include your full name, name of your organization, regular mailing address, phone number and fax number, and E-mail address on *all* E-mail messages. A journalist who receives an E-mail message and is unable to figure out who sent it may use a quote from another organization which has included full contact information.

Submit your E-mail messages to the same scrutiny you do your business letters. Remember that E-mail messages reflect your organization.

Finally, **E-mail is on the record.**

Share the Good News

Has your organization generated media coverage recently? Share the details and a copy of the story. Fax: (416) 964-8763, mail: 4 Phipps St., Ste. 109, Toronto, ON M4Y 1J5, E-mail: sources@sources.com.

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Move Up!

Enhance Your Image

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B.C. Adds a Second Area Code

BC Tel introduces 250 as British Columbia's second area code October 19.

The existing 604 area code will continue to apply to the Lower Mainland, the Fraser Valley, the Sunshine Coast and Whistler/Howe Sound. The new area code will apply elsewhere in B.C.

You may need to re-program or modify the following:

- fax equipment
- speed calling lists
- automatic dialers
- alarm systems
- cellular phones

call forwarding
computers (modems, dialing lists,
phone lists)

During a six-month transition period calls may be placed to either the 604 or new 250 area code. The transition period will end **April 6, 1997**.

For more information call
1-800-661-7202.

BC Tel is a member of the Stentor Telecommunications Alliance. The Stentor listing is on page 289 of the Summer 1996 edition of Sources and on the Sources World Wide Web site (<http://www.sources.com>).

Sources HotTip

Answering Machine Tips

When the media call your organization will they get an answering machine or voice mail? If so you should:

- ✦ Assign someone to check messages at least daily.
- ✦ Include something like the following in your message: "We're sorry we've missed your call. Please be assured we check our messages daily and return 100% of our messages." Follow through on your promise.
- ✦ Include your organization name, fax number, and mailing address in your outgoing message.
- ✦ If possible, refer to a number where the media can get **immediate** assistance.
- ✦ Assume all journalists leaving messages are on a tight deadline. Don't make a journalist or researcher wait too long for a reply or you may see your competition quoted in tomorrow's news!
- ✦ Be prepared for hang-ups. Many people are turned off by voice mail and answering machines because people don't return their messages. Try to turn this trend around for your organization.
- ✦ Don't assume an answering machine or voice mail can replace a good receptionist.
- ✦ Get the best voice in the office to record your message.

News from Sources

20th Anniversary Celebration Around the Corner

Plans for celebrating the 20th anniversary of *Sources* are underway, with the emphasis on improving service to your organization in its media relations planning and activities. Here is a sneak preview of the anniversary logo. Look for more details in coming issues.



It's time to prepare for the January issue of *Sources*, the first of two anniversary-year editions. Watch for your update or renewal package soon.

The *Sources* World Wide Web site (<http://www.sources.com>), launched last January, has given many organizations their first Internet presence. The WWW site provides an opportunity to update your listing between print editions. Check it out.