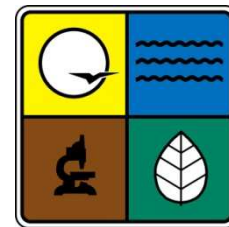


Meet the Media

Renee Bungart

Director of Communications



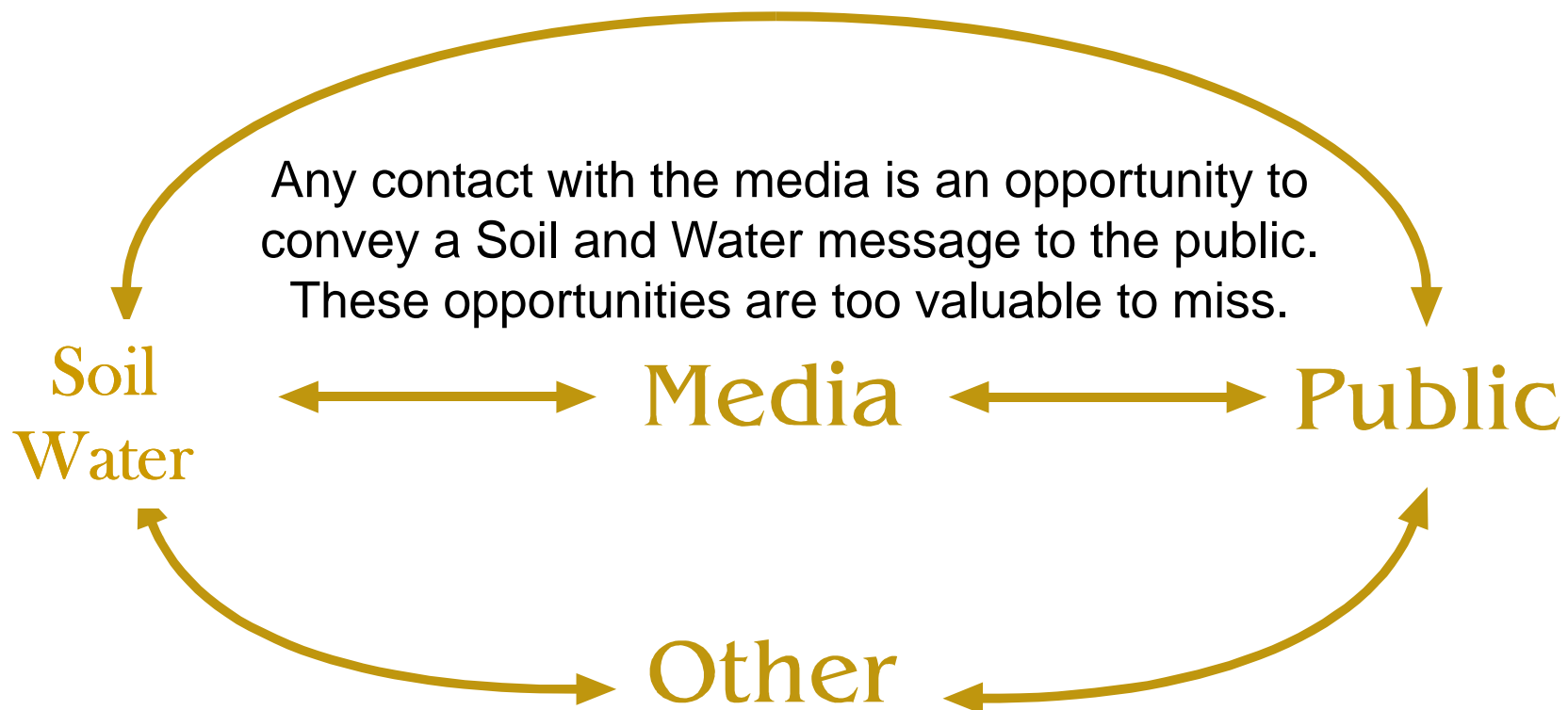
MISSOURI
DEPARTMENT OF
NATURAL RESOURCES

Missouri Department of

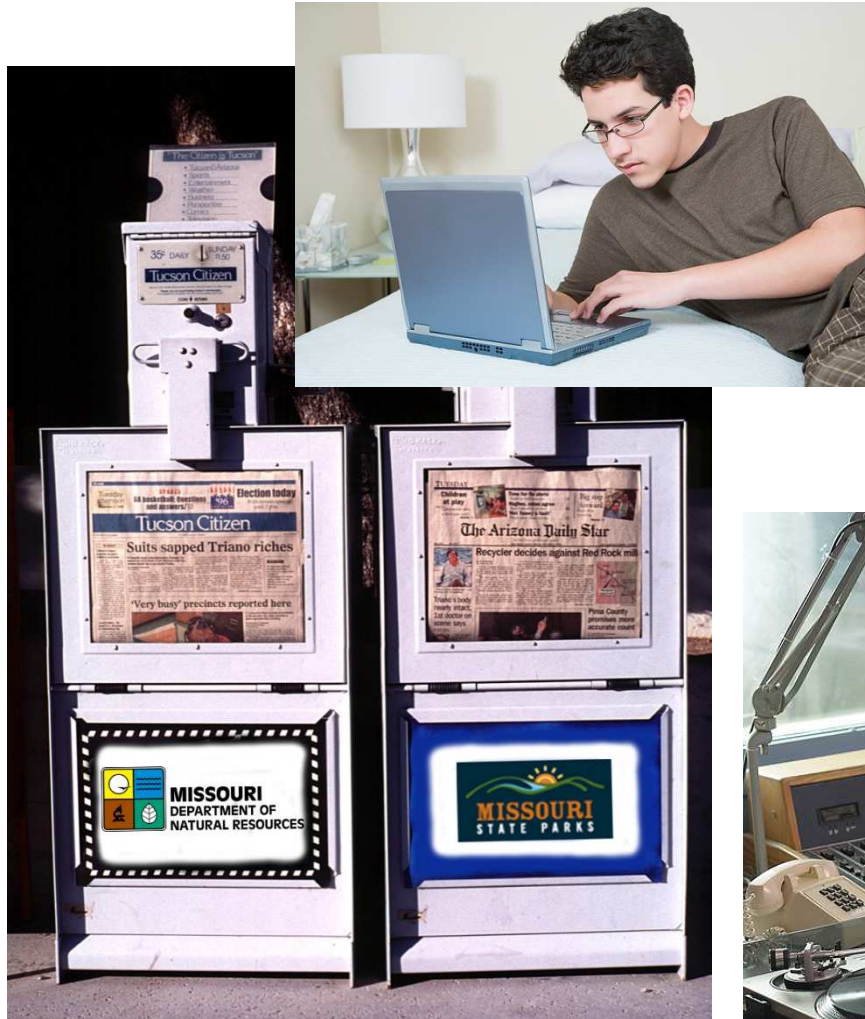
Natural Resources









Communicating with the Public



Missouri Department of Natural Resources



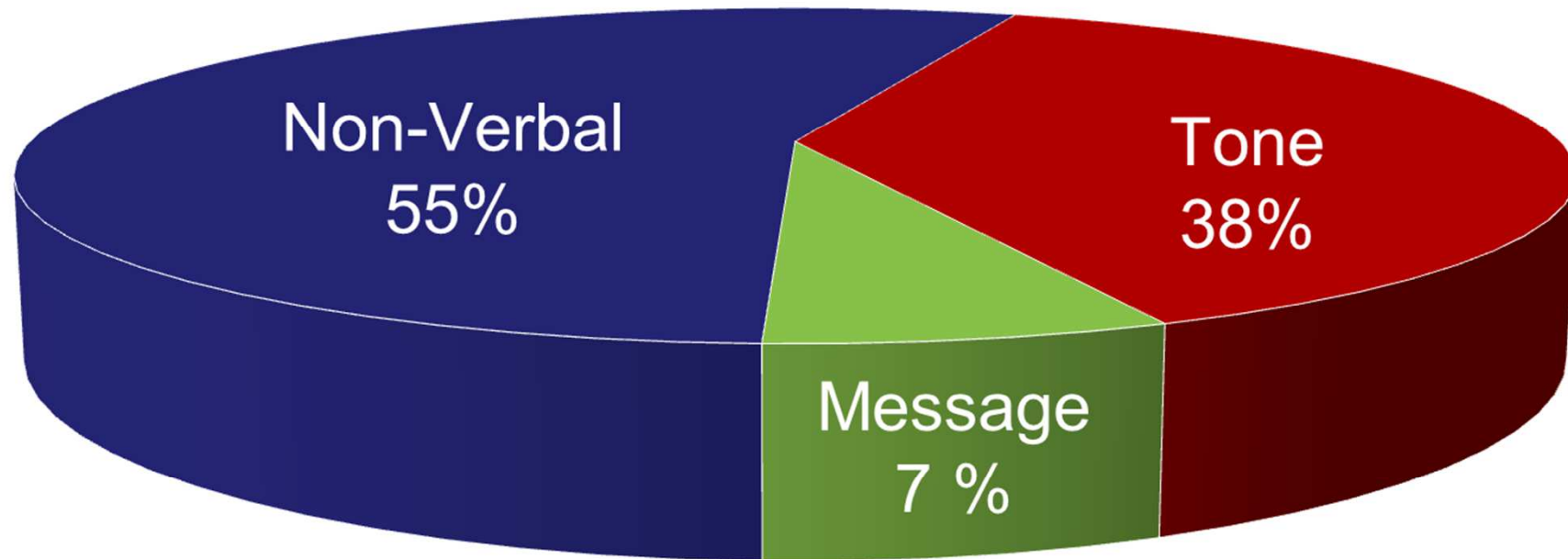
What to Request

-  Reporter's name
-  Station or paper
-  Phone number
-  Topic and angle
-  Deadline
-  List of questions

Phone Numbers to Remember

- Department of Natural Resources
Office of Communications/Director's Office
 - ☼ Renee Bungart, Director of Communications -
573-751-1010
 - ☼ Teresa Rogers - 573-751-1010

Understanding Communications



Missouri Department of
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Non-Verbal – 55%



Verbal Skills - Tone – 38%

**It's not what you
said it's how you
said it!**

Message – 7%

By promoting good farming techniques that help keep soil on the fields and waters clean, the Soil and Water Program helps conserve the productivity of Missouri's working lands.

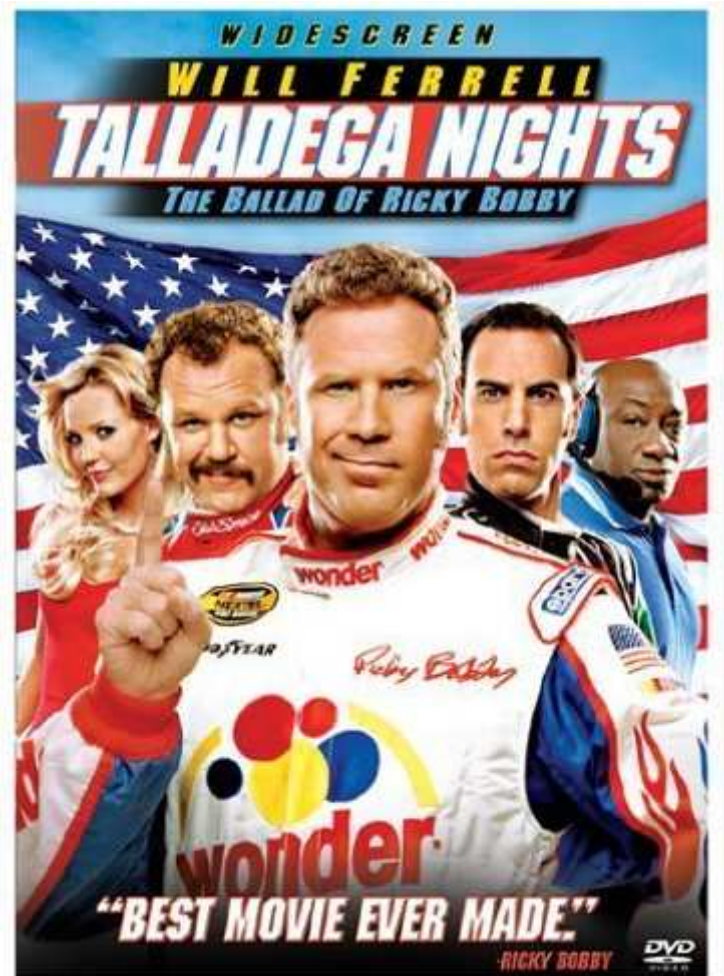
We provide financial incentives to landowners to help prevent soil erosion and protect water resources.



Tips to Improve Non-Verbal Skills

- Select a Good Location for the Interview.
- Stand During your Interview.
- Look Directly at the Reporter/Audience.
- Keep Your Hands at your Side.

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Tips to Improve Non-Verbal Skills

- Don't Wear Sunglasses.
- Control Your Eye Movement and Eyebrows.
- Practice in Front of a Mirror or with a Partner.

Tips to Improve Non-Verbal Skills






Tips to Improve Verbal Skills

- Control Your Speaking Pace.
- Vary the Inflection.
- Keep it Simple and Honest.
- Pause Occasionally.
- Communicate Energy.
- Articulate Clearly.



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Interview Strategy

-  Never go into an interview just to answer a reporter's questions.
-  Have your own agenda.
-  Ask questions
 - ? What is the story about?
 - ? What type of story is this? Hard news, feature, investigative, editorial
 - ? Who have you talked to so far?
 - ? When will the story run?





Interview Strategy

-  Prepare. Think of worst case scenarios.
-  Have a key message. Repeat it.

Mission

- Soil and Water Conservation Districts throughout the state provide financial incentives to landowners to implement conservation practices that help prevent soil erosion and protect water resources.
- District staff provides technical support with the design, implementation and maintenance of these practices.
- By promoting good farming techniques that help keep soil on the fields and waters clean, each soil and water conservation district is conserving the productivity of Missouri's working lands.
- The primary funding for these cost-share practices comes from the one-tenth-of-one-percent parks, soils and water sales tax, which is shared by the Department of Natural Resources' Soil and Water Conservation Program and the Division of State Parks.

Interview Strategy




-  Speak in complete sentences.
-  Avoid what if questions.
-  It's ok to ask to do an interview over.
-  It's okay to say "I don't know," but offer to find the answer.

Interview Strategy




- 📄 Use only one spokesperson on an issue.
- 📄 Don't speak for others.
- 📄 Know when to stop talking.
- 📄 Never go off the record.
- 📄 Avoid "no comment."



Interview Strategy (continued)

-  Avoid acronyms and jargon.
-  Ask reporters when their deadlines are and strive to meet them.
-  Avoid offering your personal opinions (and observations).

Interview Strategy (continued)

-  Develop a relationship with reporters.
-  Be prepared for “Is there anything else you’d like to tell me?”
-  You are in control of the interview.

Handling Difficult Questions

- ? Loaded question.
- ? Bait question.
- ? Question - you know the answer but you are not allowed to say.
- ? Getting boxed In.
- ? Emotionally loaded or hostile question.
- ? Persistent questioning.

Media Tips by Dogbert



Handling Difficult Questions (con't)

- ? Open-ended/vague question.
- ? Hypothetical question.
- ? Rumor.
- ? Multi-part question.
- ? Giving advice or recommendations to your boss or others.
- ? Sympathetic approach.

Remember...

- ✉ To Repeat Your Key Message.
- ✉ To Watch your Tone and Eye Movement!
- ✉ To Keep it Simple!
- ✉ To be Honest and positive!
- ✉ To Breathe!

Questions?

Renee Bungart, Director of Communications
Missouri Department of Natural Resources

PO Box 176

Jefferson City, MO 65102

dnr.mo.gov - website

573-751-1010

renee.bungart@dnr.mo.gov email