

EAB's Proven PR Techniques to Manage District Flashpoints in the Media

It is difficult to overcome major pitfalls during media interviews about flashpoints without a deep background in public relations (PR). Misunderstanding the audience of the reporter, deviating from your top three messages, and overlooking the toughest possible question all lead to an exacerbated flashpoint. To overcome these issues, EAB has identified proven PR techniques to help guide you through a divisive flashpoint and avoid further controversies.

Vet All Media Requests

From EAB's PR Experts

Key Considerations When Vetting Media Requests



Identify any biases in advance

Don't assume all reporters are unbiased or operating in good faith



Research recent work published by the media outlet

If the outlet features more advertisements than news, it may not be a credible outlet



Quantify the outlet's audience

Use a site like [similarweb.com](https://www.similarweb.com) to analyze the number of visitors to the site each month

100,000+

visitors per month is considered a credible media outlet

"Bridge" Across Tough Questions



bridg-ing | verb

1 : a technique that allows the interviewee to direct a conversation away from a negative or unhelpful question posed by the interviewer

Sample Phrases for Bridging Across Tough Questions

If a question takes you off your chosen message, bridge back to it with phrases like:

- *The real issue here is...*
- *I'm not sure we have good data to support that, but what I can tell you is...*
- *That may be up for debate right now, but what isn't up for debate is...*
- *I can tell you from my own experience...*
- *I can't speak to that, but I can tell you...*