

# Setting the Record Straight

---

## Meeting Today's Media Challenges

By:

David Daly, NPEA Administrator

John Cardillo, Manager of Public Information, NYS Teachers' Retirement System

# Today's Headlines

---

Do any of these sound familiar?

-  DB vs. DC
-  “Supporting Terrorism”
-  Funded Status
-  Health Insurance
-  Investigations






# What's Our Story?

---

## Know Your Organizational Philosophy

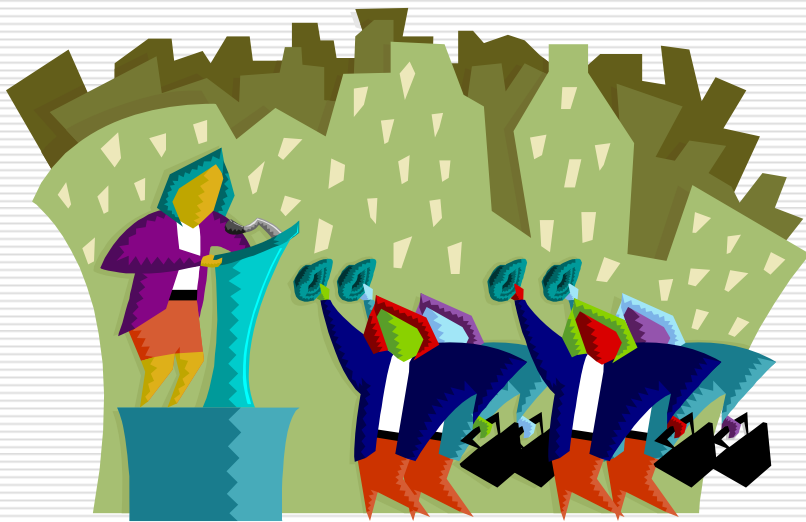






-  Elected Official or Autonomous Board?
  -  Limelight: Crave It or Shy From It?
  -  Pick Your Battles With Bosses
-

# What's Our Story?

---





## Public Sector Considerations



-  FOIL Requests
  -  Fiduciary Responsibility
  -  Political Reasons
  -  Education
-

# Providing Information

---

-  Submitted Questions
-  Interviews
-  Requests for Data
-  Releases/Fact Sheets



# Crafting Your Message

---

Strength in Numbers! One Voice.

 NASRA

 NCTR

 SPPON

 NPEA






# Crafting Your Message

---

## Attitude is Everything






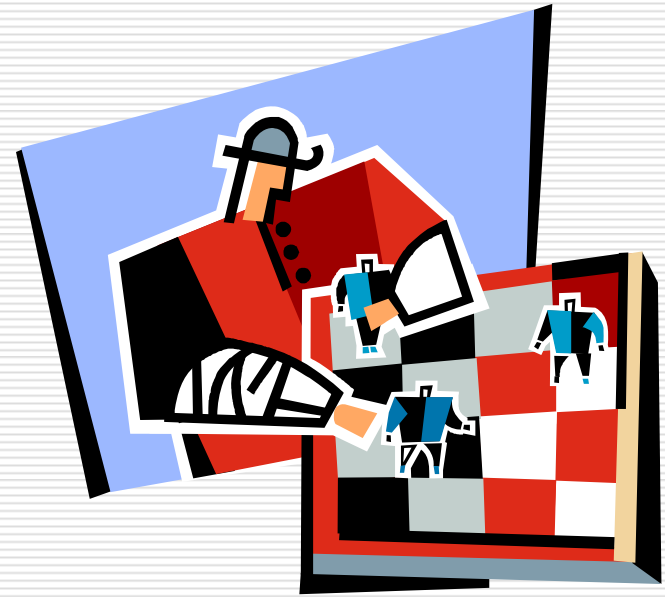
-  Not Always Adversarial
  -  Many Questions  
Straightforward
  -  Find Opportunities  
to Build Trust
-

# The Secret Is...

---

Always Remember You Are in Control

-  They Need You
-  You Control the Information
-  Package Facts Your Way





# If the News is Bad...

---

## Be Proactive: Get Out Front

- ✓ Don't Let Others Tell the Story

## Stay on Offensive

- ✓ Build Trust
  - ✓ First Impressions Important
  - ✓ Opportunity to Mold Message Early
-

# Guidelines to Follow

---

- ✎ Be Honest
- ✎ Avoid Defensiveness
- ✎ Anticipate/Prepare
- ✎ Keep It Brief
- ✎ Avoid Lingo
- ✎ Comment Please!
- ✎ If You Don't Know, Say So!



# State of Mind

---




- ✎ View It as an Opportunity
- ✎ Remember the Reader
- ✎ Be Aware of Reporter Needs
- ✎ Stay on Topic



# Tricks of the Trade

---



-  The Silent Treatment
  -  Deadline Deals
  -  Wrong Answer!
-

# Tricks of the Trade

---

 Leading the Way



 Fear Factor

 Big Bully



# Countering with Control

---

-  No Fear!
-  Call Their Bluff
-  Maintain Your Distance
-  Help Them Meet Their Quota
-  Dazzle With Stats
-  The Sound Bite



# The Payoff

---

- ✎ Education Disarms Skeptics
- ✎ Win-Wins
- ✎ “Selling” the DB Plan
  - ✓ Framing the Debate
  - ✓ Opportunity to Dispel Myths
  - ✓ Help Public Pension Funds Win the Battle.

