VOTER CONFIDENCE
EFFECTIVE COMMUNICATION TOOLS

FRIDAY, OCT. 25, 2019
MICK BULLOCK, NCSL PUBLIC AFFAIRS DIRECTOR
COMMUNICATION TRENDS
**COMMUNICATION TRENDS**

<table>
<thead>
<tr>
<th></th>
<th>Television</th>
<th>Online</th>
<th>Radio</th>
<th>Print</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>44%</td>
<td>34%</td>
<td>14%</td>
<td>7%</td>
</tr>
<tr>
<td>2018</td>
<td>46%</td>
<td>28%</td>
<td>22%</td>
<td>11%</td>
</tr>
</tbody>
</table>

Source: Survey conducted July 30-Aug. 12, 2018. "Americans Still Prefer Watching to Reading the News — and Mostly Still Through Television" - PEW RESEARCH CENTER

Just over four-in-ten U.S. adults (44%) prefer TV, compared with about a third (34%) who prefer the web, 14% who prefer radio and 7% who prefer print.
COMMUNICATION TRENDS

- The share of Americans who prefer to get their news online is growing.
- Nearly as many Americans prefer to get their local news online as prefer the TV.
- Americans are skeptical of the information they see on social media.
  ➢ (57%) say they expect the news they see on these platforms to be largely inaccurate.
COMMUNICATION TRENDS

Digital preferences driven by the young

- Of those who prefer reading the news, % who prefer to get news from ...
  - 18-49: 8% Newspapers, 79% Online
  - 50+: 32% Newspapers, 43% Online

- Of those who prefer watching the news, % who prefer to get news from ...
  - 18-49: 61% TV, 34% Online
  - 50+: 68% TV, 32% Online

- Of those who prefer listening to the news, % who prefer to get news from ...
  - 18-49: 13% TV, 63% Radio, 27% Online
  - 50+: 34% TV, 52% Radio, 9% Online


- Across all news formats, young adults lead the preference for digital.
- Adults younger than 50 are more likely than those ages 50 and older to prefer the internet as the platform for getting news, regardless of which format (reading, watching or listening) they enjoy most.
COMMUNICATION TRENDS

Watching remains the preferred mode of news consumption in the U.S.

% of U.S. adults who answered each way to the following question:
“Whether online or offline, do you prefer to get your news by ___?”

<table>
<thead>
<tr>
<th>Watching it</th>
<th>Reading it</th>
<th>Listening to it</th>
</tr>
</thead>
<tbody>
<tr>
<td>46% (2016)</td>
<td>35% (2016)</td>
<td>17% (2016)</td>
</tr>
</tbody>
</table>

Source: Survey conducted July 30-Aug. 12, 2018. “Americans Still Prefer Watching to Reading the News – and Mostly Still Through Television”
PEW RESEARCH CENTER
ROLE OF THE STATE: COMMUNICATIONS
“The Crisis Management Seminar broke up early when someone spilled a pot of hot coffee and nobody knew what to do about it.”
ROLE OF THE STATE: COMMUNICATIONS

- Legislator
- Press
- Constituents

[Diagram of relationships between Legislator, Press, and Constituents]
ROLE OF THE STATE: COMMUNICATIONS

• Creating a Crisis Communications Plan
ROLE OF THE STATE: COMMUNICATIONS

Establish Team
- Who will be your main point of contact externally?
  - Press
  - Constituents
  - Law Enforcement
- Who internally will be your main point of contact?
- Identify clear roles for each team member.

Establish Media Plan
- Establish a line of communication.
- Create timeline of who should
- Create timeline of who should be contacted when.
- Draft background information for media and FAQs.
- Create a Social Media checklist.
**ROLE OF THE STATE: COMMUNICATIONS**

**Anticipate Scenarios**
- ✓ Develop and draft possible responses.
- ✓ Develop and draft “what to do next” materials.
- ✓ Monitor what is happening across the country.
- ✓ Identify any possible issues.
- ✓ Conduct crisis simulations.
ROLE OF THE STATE: COMMUNICATIONS

• Someone has to be in charge.
• Be visible visible, present and active.
• Make decisions, and know you will make bad ones; when you recognize bad decisions, change them.
• Access followers who do not work for or report to the leader.
ROLE OF THE STATE: COMMUNICATIONS

Gain Trust
• Actively consider the needs of your constituents
• Speak to your constituents

Building Relationships
• Know your audience
• Who is your most important stakeholder?
ROLE OF THE STATE: COMMUNICATIONS

Monday, Jan. 18th

Press Release on Report Addressing the Costs of Diabetes to States - 20 am send out

Twitter
- What does HREAD mean for you? https://youtu.be/5h7h3r2rM7p
- Quick video explains what HREAD means for you https://youtu.be/5h7h3r2rM7p
- TRF links to hear more about the Every Child Succeeds Act (ESEA) Reauthorization https://youtu.be/4YQy2z4vDxA
- What is important for state legislatures to know about Every Student Succeeds Act https://youtu.be/4YQy2z4vDxA
- 5 Min. breakdown of Every Student Succeeds Act (ESEA) Reauthorization https://youtu.be/4YQy2z4vDxA
- What changes in reauthorization policy does the Every Child Succeeds Act (ESEA) require of states https://youtu.be/5h7h3r2rM7p
- What does HREAD mean for you? https://youtu.be/5h7h3r2rM7p
- What are the implications for states and HREAD https://youtu.be/5h7h3r2rM7p
- Quick video explains what HREAD means for you https://youtu.be/5h7h3r2rM7p
- What exactly did the Department of Homeland Security (DHS) announce with HREAD https://youtu.be/5h7h3r2rM7p

Facebook/LinkedIn
- Tennessee appropriated close to $11 million specifically for diabetes, a chronic disease which affects over 29 million Americans. Other states, like Rhode Island, Illinois, and New Mexico have appropriated hundreds of thousands of dollars as a result of diabetes. The United States spends an estimated $245 billion annually to address the growing problem of diabetes. New...
CRISIS COMMUNICATIONS: MISINFORMATION

• You establish the facts. Don’t let social media establish them.
• Your message should be short and to the point.
• Respond quickly and be transparent.
• Send out press release. Engage on social media.
• Avoid repeating misinformation.
The public must be ensured:

• We are continuing to work at all levels to counter that malicious activity.

• We are working to ensure it does not escalate to a major cyber incident.

• Although malicious cyber activity happens regularly, we take all threats seriously and actively work to counter them.
CRISIS COMMUNICATION: TOOLS

- 75 – 85% of news that makes it into mainstream and niche media is originally from press releases.
- But, they don’t always have to be distributed by traditional means.
  - Twitter
  - Facebook
Machine Gun Questioning
• Interruptions, foot tapping, jittery eye movement, snowballing interview speed

The “Golden Pause”
• Uncomfortable silence -- who will break first?

The “A or B” Dilemma
• “Is it that the legislature just doesn’t care about this issue or is it just that the lobbyists have too much power?”

The Absent Party Ploy
• “The Speaker told me that if the state adopts this kind of bill, it will regret it later. Do you agree with his assessment?”
Media Tactics and Terminology

As an Interviewee You Have the Right to:
 ✓ Know the topic
 ✓ Know the format
 ✓ Buy time
 ✓ Have time to answer the question
 ✓ Correct misstatements (on site)
 ✓ Use notes
 ✓ Record the interview
Media Tactics and Terminology

As an Interviewee You Do Not Have the Right to:
✓ Know the questions in advance
✓ See the story in advance
✓ Change your quotes
✓ Edit the story
✓ Expect your view be the only view
✓ Demand article be published
Media Tactics and Terminology

A Reporter’s Lexicon

- Off the record: Material may not be published or broadcasted.

- Not for attribution: Information may be published, but without revealing identity of the source.

- Background: Usually means not for attribution. Confirm with reporter.

- Deep background: Usually means off the record. Make sure it does.
Media Tactics and Terminology

Rule of Silence

• Never say (or write) anything to a journalist you don’t want to read in the newspaper, see on television or hear on the radio.
COMMUNICATIONS: INTERVIEW TIPS

- Buy preparation time if possible
- Establish an “interview setting”
  - Clear your desk
  - Close the door
- Use notes
- Talk Slowly! (for more accurate quotes)
COMMUNICATIONS: INTERVIEW TIPS

• Keep Jacket, Tie, Make-up, Jewelry at work
  ✓ Dark = Thin
  ✓ No tight patterns

• Don't 'Mick Jagger' the mic
COMMUNICATIONS: INTERVIEW TIPS

Blocking and Bridging

• "I think what you're really asking is...“
• "That speaks to a bigger point...”
• “Let me put that in perspective...”
• “What’s important to remember, however...”
• “The real issue here is...”
• “I don’t know about that...But what I do know is...”
• “What you’re asking is...”
• “Just the opposite is true...”
• “That’s false...”
Obama had more Facebook supporters by more than a 5-to-1 margin, twice as many videos posted to his official YouTube channel, and had more YouTube channel subscribers, by an 11-to-1 margin.
WHAT HAS BEEN SEEN...
Cannot be un-seen.