

Vice-President Report

Robert Banks

Planning for the 2008 conference in Salt Lake City continues. I have been in contact with Dorothy Horan and Jeff Belliston from Utah Library Association. We met at ALA in Washington DC and are contacting potential key note speakers as well as others to have a list from which to choose possible speakers. We spoke with vendors and made a special point of visiting with Library Journal about their sponsorship of a "Day of Dialog." We have been contacted by a number of people interested in booth rentals and hope to have that information available very soon.

I attempted to collect the members of the planning committee for the 60th Birthday party for a telephone conference call, but was unable to find a date in June when more than half of us were available. I will be setting this meeting up and moving those plans ahead.

The Long Range Plan Goal IV Objective E provides for the review and update of the Conference Program Manual every three years starting in 2007. I expect to have a report at the October telephone meeting.

Wayne asked me to attend a day of Advocacy and Media Training at ALA. The morning was presented by Stephanie Vance who is a good presenter and made the time both informative and entertaining. The afternoon was done by CommCore Consulting as media training with TV cameras and reporters asking select members of the audience to talk to them. This was good experience and very interesting.

Here is the tip sheet they provided for Media Interviews. I found this very helpful information.

1. What to find out before the interview.
 - o What's the general subject?
 - o What type of story, i.e., exclusive, feature, breaking news, round-up
 - o What "angle" is the reporter taking?
 - o Who else is being interviewed, before or after?
 - o What key messages do we want to communicate?
 - o Collect props, pictures and visuals to demonstrate to the reporter
 - o What questions will most likely be asked?
 - o Practice bridging on difficult questions (bridging is the art of moving from the topic of the original question to a topic you want to discuss- smoothly and gracefully)
 - o Coordinate the interview with PR/Communications
 - o Check the web to find the latest news stories and related issues
2. During the Interview
 - o Be friendly, energetic and courteous
 - o Provide your opening positioning statement

- Remember the Media rule of 3x3 (This means to talk about no more than three points and repeat them three times)
 - Use specific examples, anecdotes, points that differentiate your product or issue
 - Bridge to Key Messages
 - Include overall division or corporate messages
 - Refer to “Third Parties” who support your comments
 - Avoid repeating negatives
 - Communicate customer benefits
 - Don’t be afraid to say “I don’t know”, or “I’m not the expert in that area.” Then find out the reporter’s deadline and find someone who can assist the reporter
 - Don’t go “off the record”
 - “Stay in the loop” – remind the reporter to call with follow-up questions
 - Remember to summarize or bring up additional information on the last question.
3. After the Interview
- Discuss the interview with PR/Communications in case they did not attend
 - Follow-through on commitments to provide additional information
 - Follow-up on areas where you were not the expert or did not know the answer
 - Read, view, listen for related stories and newscasts

I’ll be glad to provide additional information on this day if anyone would like it.