

December 1988

TO: Executive Addressed

FR: James E. Lukaszewski, APR Chairman

RE: Interviewee's Wish List

Each one of us, when being interviewed, has a notion of what ought to appear in the news story which follows. I call it the interviewee's wish list. Executives wish that:

1. The media would get the facts right.
2. More of the organization's point of view will get into the story; the story would contain mostly positive messages; and negative messages would be minimal.
3. Quotes and facts would be used in context.
4. The media would use the information exactly as sent to them.
5. The story will be "straight" -- without editorializing, commentary or bias.
6. Off-the-record or background comments would stay anonymous.
7. Story copy could be reviewed before it is published or broadcast.
8. Retractions or corrections equal to the scope of the errors could be obtained should the media make mistakes or harm reputations.

To turn wishes into reality requires that interviewees have a positive attitude about the media and media interaction. It also requires that interviewees learn the media's techniques; become familiar with the media's goals and objectives; and, most of all, thoroughly prepare themselves for communicating through the media to the publics they need to reach.

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