

Can We Talk Off the Record?



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Program goal: Increase understanding between reporters and public relations practitioners when seeking to conduct media interviews off the record.

There can be disagreement—sometimes strong disagreement—about how and when media sources should **conduct off the record interviews** with reporters. Some public relations practitioners see the value in this technique; others say it should never be used. Ed reviews the recommendations contained in his report, **“Can We Talk Off the Record? Resolving Disagreements, Increasing Understanding Between Reporters and Public Relations Practitioners.”** Among the key points:

- Understand when—and when not—to go off the record
- Get a grasp on standard definitions of off the record and other media relations techniques
- Discover which public relations practitioners tend to know the rules of the journalistic road—and which ones don’t
- Recognize what agreements you need to put in place before speaking off the record
- Learn how and when to negotiate ground rules
- Stay away from situations where trust is in doubt

“Can We Talk Off the Record” is a 30- to 60-minute keynote best suited for public relations practitioners, news sources, journalists, and scholars who cover those disciplines.

Every audience member receives the URL where they can download the executive summary of Ed’s report.

Reserve Ed Barks to speak at your next meeting by contacting Ed directly at **(540) 955-0600** or **ebarks@barkscomm.com**.

Don’t forget to ask about **group discounts for all publications and audio CDs** in the Barks Learning Network. This includes **Ed’s media relations guide**, *Face the Press with Confidence: The Media Interview Companion*, and his book, *The Truth About Public Speaking: The Three Keys to Great Presentations*, available when you retain Ed to speak to your meeting or conference.