Ken Fields
Senior Vice President and Senior Partner
IARC Media Training
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We will cover

• Your priorities

• Overview of IARC Announcement

• Key communications techniques

• Crop protection research highlights

• Practice interviews and tough conversations
Overview of IARC Announcement

What We Know...

- International Agency for Research on Cancer
- History of negative rulings
- Ruling on glyphosate anticipated as early as March 9/10
- Negative ruling likely to get media coverage
Today’s News Media Realities

• Vary broadly in character and approach

• But, techniques to address them are consistent
News media

Reporters control ...

- Quotes they use from you
- Whether you get quoted
- Questions they ask
- Background they gather prior to story
- Other sources they reference
- Placement of story (to a degree)
- Visuals used with story
- Pretty much everything else ...
News media
You control ... 
• The words that come out of your mouth
• The way your deliver them

- Reporter can put in words they reasons you to repeat
- Reporters are a path for our story
- Keep bridging back.
News media

Reporters everywhere are trained to ...

- Know a little about a lot of things
- Make stories simple
- Eliminate distractions from stories
- Be brief
- Be skeptical of business
Audiences

- Audiences have different/conflicting
  - Backgrounds
  - Levels of understanding
  - Priorities
  - Interests
  - Questions

But, the messages need to be consistent
The Right Approach

• Know your audience

• Presentation, not a conversation

• Consistent use of consistent messages

• Anticipate hard questions

○ If it’s not what you came there to say, don’t say it
Know your audience

• What do they care about?

• How much can you expect them to understand?

• What do you want them to remember/do?

• Would you be persuaded if you were in their place?

• What do I want to achieve?

• How do I communicate with them non-verbally? (expressions, clothes, etc.)
Presentation, not a conversation

Focus on your audience

Tell a personal story with passion
  • Why do you do what you do?
  • What difference do you/colleagues make in the world?

Practice what you want to say

Prepare to use those questions to deliver your messages

"Who has questions for my answers?"
—Henry Kissinger
Get the message down
Boil it down to a few key points:

• Simple, direct words

→ Repeat and emphasize the points

Avoid words that don’t help

Hand them data, tell them a story

Add supportive detail
Get the message out

The message triangle
Get the message out

The message diamond
Anticipate hard questions

What are the logical tough questions?

- Be skeptical
- Remember, reporters and consumers are less informed than you
- Reporters usually talk to competitors, critics first
- If you dread it, you will get it
Say what you came there to say

- Have a message ready to go
- Don’t be trapped by the way questions are asked
- Categorize questions
Blocking and bridging

Moving from the question to the answer you want to give

Don’t evade ... restructure

Use "connectors"

• "Every day the people of Monsanto are focused on ..."

• "The most important thing is ..."

• "I can’t speak to that issue, but I can tell you ..."

To the contrary (alleged)

Stenography data
Headlining

Designed to signal key points

Listeners and interviewers pay more attention to what follows

- “The most important thing to remember is …”
- “For us, it all boils down to …”
- “If I could leave you with one thing, it would be …”

This
Making it personal

- Why do you do what you do?
- How does it help society?
- What drove you/your colleagues to this?
- Think about a particular person – are you persuading them?
What to Expect

- Detailed questions and follow-ups
- Two-, three-, four-part questions
- Interruptions
- A premise, followed by a question
- The same question over and over
- Casual small talk
- An effort to highlight controversial aspects, conflict, drama
Key message Review

- Prioritize
- Personalize
- Practice
Crop Protection Research Highlights

- Consumers understand pesticides are necessary but are concerned about HOW they’re used
- Many assume they are being used excessively and as a result, are potentially unsafe
- Putting pesticides in the context of all the things farmers do to produce healthy harvests addresses this perception head on and makes CP use sound precise and judicious
- Currently, consumers view the majority of farmers as a part of large corporations and generally distrust that farmers have the consumers interest at heart.
  - However, qualifying farmers as certified and trained in pesticide use greatly enhances the credibility of the farmer and, in turn, the perception of pesticides in general.
- In terms of a message that provides “umbrella coverage” for Monsanto’s future plans with respect to CP, the idea of precision appeals; precision means:
  - The right protection: more prescriptive by field and moving beyond just chemicals
  - In the right amount: not in excess
  - At the right time: audiences acknowledge that part of precision is timing, so in “certain seasons, the need for pesticides will be higher”
BREAK
Practice
Q&A
I was under covers to rest.

Compassion, love, and kindness.

Last confidential.

Confess.

Confess what?

Your answers have been saved.

Confess.

Confess.

Confess that a soldier relates a true fact.

Confess.

Confess.

Confess.

Confess.