

# FHC Outreach News

## Fisheries and Habitat Conservation

*"Healthy Fish and Wildlife, Healthy Habitats,  
Healthy People and Healthy Economies"*

December 2004

Dr. Mamie Parker, Assistant Director

## Happy Holidays from FHC Outreach!

### "BROWN BAGS" STEAL THE SHOW!

Have you been to a brown bag luncheon yet? Maybe you're one of over 217 folks that has! To date, 12 talks have been given, covering a wide range of topics, from endangered species recovery to detecting ovarian cancer.

The latest and greatest news is that other divisions have joined us. Recent talks have been a cooperative venture, including field staff from Endangered Species and the Refuge System. This has brought lots of new faces together and truly enhanced cross-program communications in the Washington Office.

So what's new in brown bags? Starting this month, we will begin to expand the luncheons even further, focusing at least one talk a month on one of our partners or sister agencies. Called "MEET OUR PARTNERS," this new type of brown bag series will complement this already popular "inreach" activity.



In January, 2005, we will kick-off our first MEET OUR PARTNERS presentations. Likely speakers are the EPA Office of Wetlands and NatureServe. This is an excellent opportunity to not only learn about other agencies and NGOs, but also to build networks and make key contacts. So, keep an "eye out" for flyers and e-mails announcing the talk. We hope to see you there!!!



#### Upcoming Events:

- **Freshwater Mussel Propagation** Brown bag luncheon Dec. 13th, Room 200A/B, ARLSQ.

The FHC Holiday Celebration was held on Thursday, December 9th, from 9 a.m. - 11:30 a.m. It was great FUN...thanks to the FHC Coordination Committee!!

#### FHC WEB CONSISTENCY GROUP CONTINUES TO EXCEL!

Thanks to the FHC Web Consistency Group for all their recent efforts. They are currently developing a host of new web pages for FHC and have taken on the challenging task of making our web sites customer friendly.

KEEP UP THE GREAT WORK!

MARK YOUR CALENDARS! EVERYONE IS INVITED TO ATTEND...

THE NEXT FHC OUTREACH TEAM MEETING IS TUESDAY, DECEMBER 14TH,  
1:00-3:00 P.M. IN ROOM 800, ARLSQ.

### FHC ACADEMY On Track for January!

FHC Outreach is proud to announce a new in-house training program for 2005!

If you're struggling with Excel spreadsheets, PowerPoint, public speaking, or lacking other important skills, the "FHC Academy" is the answer! The Academy will bring together skilled staff in a workshop environment to assist you in gaining those much-needed skills from your talented co-workers.

What a great way to share and learn!!



### Helpful Hint:

Use non-verbal communication to SOFTEN the hard-line position of others:

- S = Smile
- O = Open Posture
- F = Forward Lean
- T = Touch
- E = Eye Contact
- N = Nod.



### The FHC Outreach Mission:

*“To create and share a passion for Fisheries and Habitat Conservation that unifies, engages, and inspires all our audiences.”*

## The Media Interview - Does It Have to Be So Painful?

### Great Tips to Make Your Interviews Memorable (In a good way)!

A media interview is a communication opportunity. No matter what the interviewer has in mind, you have the opportunity to make your own key points. Here are some tips to help you stay in control of the interview.

#### Before

- Know your topic. Ask the reporter why you are being interviewed.
- Select the message you want to give the audience. Practice those points to make sure these facts come to mind easily.
- Identify a message that you can incorporate into your first and last remark (e.g., Reporter opens interview saying “Thanks for talking with us today.” You answer: “I’m proud to speak on behalf of this unified response effort,” or “Thank you for this chance to talk about habitat restoration.”)

#### During

- Listen to the entire question before answering. NEVER speculate. NEVER lie. Be confident and concentrate on delivering your message.
- Speak in “sound bites” (concise, memorable explanations).
- Never repeat inaccurate or damaging info spoken within a reporter’s question.
- Do not refer to the reporter by name during your answers, as the reporter may not be included when the interview is aired.
- NEVER speak “off the record.” (There is NO “off the record.”)
- While answering questions, be attuned to opportunities to promote *your* messages. When you have answered well, stop speaking. Resist the urge to “fill the silences.”
- Avoid nervous gestures. Hand gestures are o.k. – it is best to look natural—trying NOT to use your hands may look like you’re stiff, or worse yet, hiding something.
- Display good posture and maintain eye contact. Sit on the edge of the chair. NEVER lean back -it looks awful on camera.

#### After

Obtain any information you promised to supply. If the story is publicized with inaccuracies, call the reporter and politely point out the errors.

For more information, go to:

<http://www.wdctest.citymax.com/mediatips.html>

<http://www.unt.edu/urcmmediaguide/media.htm>



### To All Fisheries and Habitat Conservation employees, friends and their families:

I would like to wish you and your loved ones a joyous and safe holiday season. Enjoy this special time of year and take a moment to consider all of the treasures that enhance our lives...celebrate life, family, friends, co-workers, and the good Earth!  
Dr. Mamie Parker

*“We have every reason to look forward into the future with hope and excitement. Fear nothing and no one. Work honestly. Be good, be happy. And remember that each of you is unique, your soul your own, irreplaceable, and individual in the miracle of your mortal frame.”* (Pearl S. Buck (Walsh): 1892-1973).