

CAN I QUOTE YOU ON THAT?



Kerry's thoughts of a grateful community clouded her judgement.

Kerry answered the incoming call in her usual chirpy way and listened carefully to the caller's explanation and enquiry.

"OK," she responded, "so you're with which newspaper? Let me get this straight, you're wanting a comment on how the recently announced policy will impact on our region?"

Kerry paused. She knew it was standard practice to refer all media enquiries to the communications unit in the head office or her regional manager Rhea. She also knew Rhea was away until the next day.

"When do you need the comment? Oh, today - are you sure? By midday? And you're sure you want my opinion - a comment directly from me?"

This was getting tricky. The reporter seemed very nice and Kerry could see the possibilities for a really positive local story about the department. Lately, it seemed like there was only bad news published about the department. This looked like a great opportunity to finally get some good news out there on this issue, but it wasn't standard policy for her to comment.

"Yes, I'm still here." Kerry made up her mind. "Well, the thing is..."