

Effective Media Relations



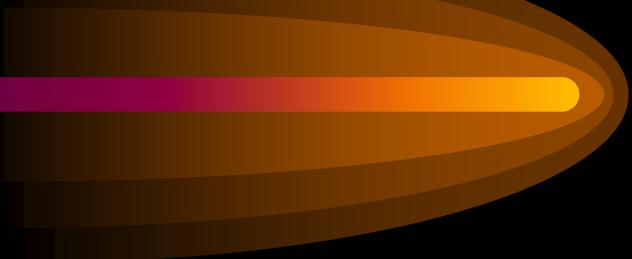
A Presentation to the
Manitoba Safety Council
Occupational Health and Safety
Conference

Agenda



- Why we need to deal with the media—in case anyone was wondering
- Communication Planning
- Preparing for an Interview
- Interview Time—things to do, and not do, in media interviews

The Not So New Reality



- You're in a fish bowl
 - Public is cynical
 - Little trust in public and private organizations
 - A need to assign fault/blame

The Media Reality



- The media is a fact of life
- The media is a link to the public
- The media can and does deliver information to the public

Why Deal With the Media ?



- Media raise issues on the public agenda
- Media drive responses
- Media affect outcomes
- Effective media relations builds credibility
- Effective media relations helps build desirable outcomes

And if that's not enough...

- Perception is reality
 - Your credibility
 - Your image
 - Your reputation

The Media are Just Like You!



- They have a job to do
- They have deadlines
- Their bosses expect them to deliver the goods
- They are in a competitive environment

Do I really have to talk to them?



- Choice #1—YES
- Tell your organization's story
- Have some influence over the result
- Choice #2—NO
- Let someone else, perhaps your critic, tell your story—they'll be delighted
- Give up any influence over the result

The Choice is Yours

- Tell your story, or
- Let someone else tell it for you

The Media Relationship



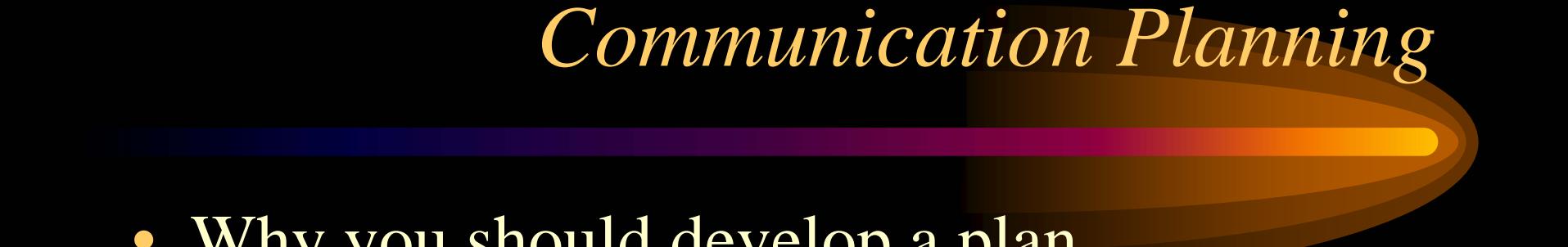
An opportunity to de-mystify your
organization

The Media Relationship



- In Good Times
 - Explain what you do
 - Develop understanding
 - Maintain open communication
- In Bad Times
 - The media already knows what you do
 - Lines of communication are open
 - There's an opportunity to tell your story

Communication Planning



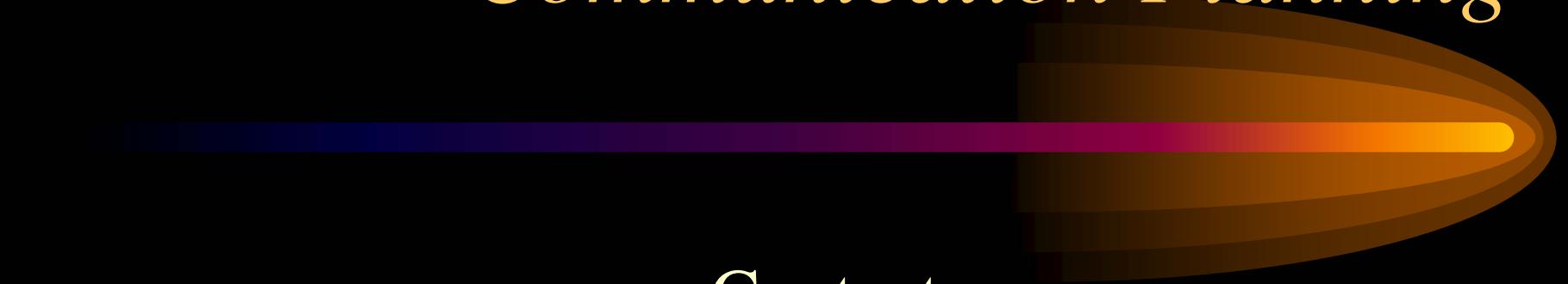
- Why you should develop a plan
 - The planning process forces you to fully analyze the situation—think about what you’re going to do, and why!
 - Opportunities are often identified
 - Provides defensible conclusions
 - Its also a good budgeting tool

The Communication Plan



- Introduction & background
- Objectives
- Target audiences and stakeholders
- Challenges
- Opportunities
- Messaging
- External strategies
- Internal strategies
- Budget
- Evaluation

*For further information about
Communication Planning*



Contact

Eric Turner @ CrisisExperts

204-228-0606

The Media Interview



Preparation is the key

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- Who should do the interview?
- Interview the Reporter
- Remember your target audiences. What do you want them to know?
- Assemble the facts
- Prepare for the worst

The Medium Makes a Difference



Is it Print, Radio, or Television?



Print

- Lots of detail
- Background information
- Many points of view may be expressed
- Usually a single deadline

Radio

- Immediate
- Often live
- Well suited to small pieces of, time-sensitive, information
- Talk shows present opposing points of view in dramatic fashion—entertainment value

Television

- Visual
- Emotional
- Words should support the pictures
- Location becomes important

Remember the Plan



- Who are you talking to?
(Audiences)
- What do you want them to know?
(Messaging)
- Illustrate and support what you're saying
(Examples, description, comparison)

Its Interview Time

- Think BEFORE you speak
- Be brief
- No jargon please
- Don't answer hypothetical questions
- Don't repeat “buzzwords”—you do and you own them
- Never say “No Comment”
- If you don't know say so, but you'll find out
- Always tell the truth
- NEVER go “off the record”
- Stay calm—don't get angry

Interview Time



- For television interviews
 - Interview location is important—don't use your office—do the interview in a place where the visuals support your message
 - Check for visual problems—rude slogans, pictures—anything that detracts from your message
 - Look at the reporter—not the camera
 - Posture is important

And finally—remember...

- Who you're talking to—your target audiences
- What you want them to know—your messages
- **Its all in your Communication Plan**

Contact Information



CrisisExperts

Communication Specialists

Telephone: 204-228-0606

E-mail: eric.turner@crisisexperts.ca

Website: www.crisisexperts.ca