Media Management
01 December 2006

SARS April 2003, Guangdong province, in Guangzhou City
I wish they would go away ..

The media will probably:
  know before you
  set the public agenda
  despise our internal/turf battles
  be looking to lay blame …

and yet …
  they can also be your best ally
Getting Organised

Establish a communications plan:
• Media policy
• Personnel list
• Identify spoke person +1
• Media pack
• Internal talking points
• Inward flow of information
• Alliances
• Internal training
• Adverse scenarios
Know what you want to say (SOCO)

- brainstorm the issue
- distil / refine to a single overriding message
- apply political, cultural, organisational filter
- deliver message
- assess impact/modify as required
Say it so people listen

package information
plan some sound bites
anticipate questions and answers
acknowledge uncertainty
be human
think of it as a performance ...

... even on a bad hair day
Would you allow this picture?
or this…
When the going gets tough

correct what is wrong
be assertive not aggressive
stay cool
stick to your own agenda and messages

and when all seems lost

BRIDGE
Next question please …

Thank you