

# 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