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

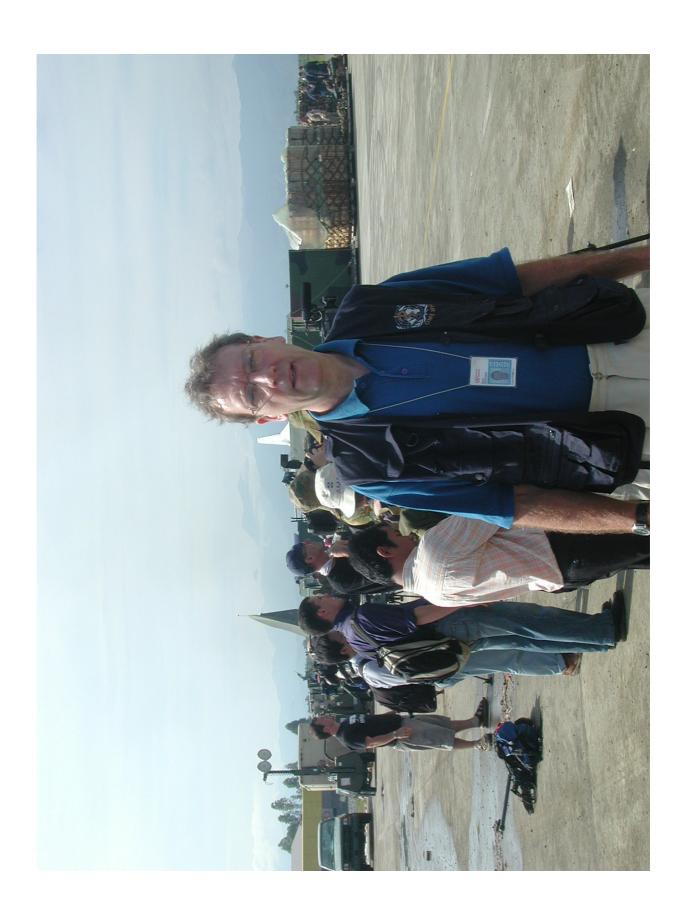
apply political, cultural, organisational filter

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