



MEDIA REACTION

Rona Young

Objectives

Understanding the media

Operational Set up

How to Cope

The Braer Tanker Grounding Shetland Isles

603

IN 4 HOURS



Instant
Media
Attention

Video
Cameras

Photo
messaging

Internet

Dealing with the media is a vital part of the crisis management and recovery process

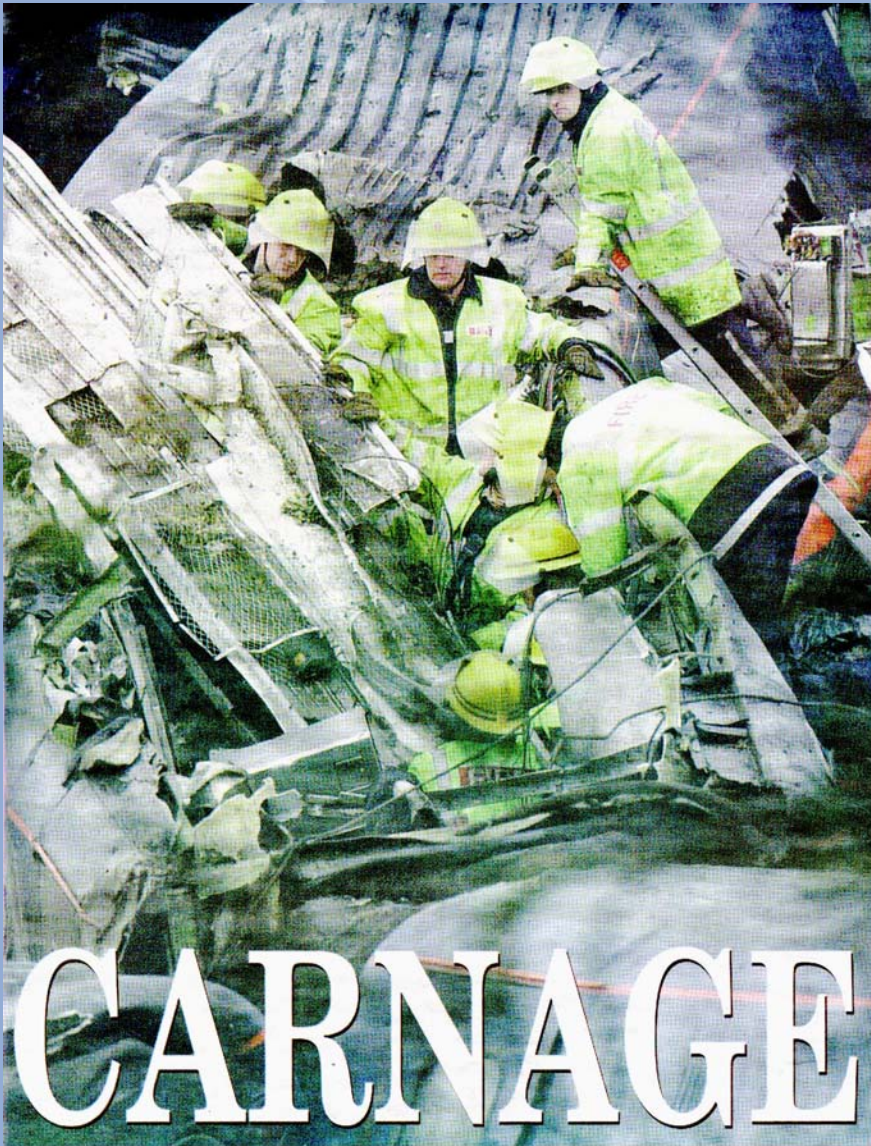
How well or how badly you are perceived to have dealt with the problem can make or break your reputation

Does it really matter?

The cost of getting it wrong

- **Short term:** Customer confidence; Share price; Banks; Financial institutions
- **Longer term:** Reputation; Public image; Sales; Future contracts / relationships.

Do you want this...



13 die in rail horror – Pages 2-5

Or this...



The anatomy of a story

- The drama
- The excitement / horror
- Anyone dead or injured?
- Eye witnesses
- Who shall we blame?
- The expert
- The politician
- Links to the past

Your Agenda

- Protect and defend company reputation
- Inhibit rumour and speculation
- Show you care
- Be professional
- Appear helpful
- Provide up-to-date and accurate information

Questions

Who
What
Why
When
Where
How



HOLDING STATEMENT

An on-going incident is occurring at XXX – details known at this time are as follows: -

At (time) on (day) (date) at (location)

Brief description of the type of incident:

The airline involved is XXX , flight number XXX and the aircraft type is XXX Operating between (departure airfield) XXX And (destination airfield) XXX

A Media Briefing Centre has been set up at XXX

For those attending the scene of the incident. Further updates on this incident can be obtained from the media line on 0123456789.

Speculation Damages Your Company's Health

At least 62 died as a ferry hit these rocks. Was the crew watching football on TV?



Information sources

The media will go to almost any lengths

They will talk to anybody

Other agencies / other agendas

Internal communications



Journalist



All Opinion Formers

How Are You Going to Cope?

Overreact

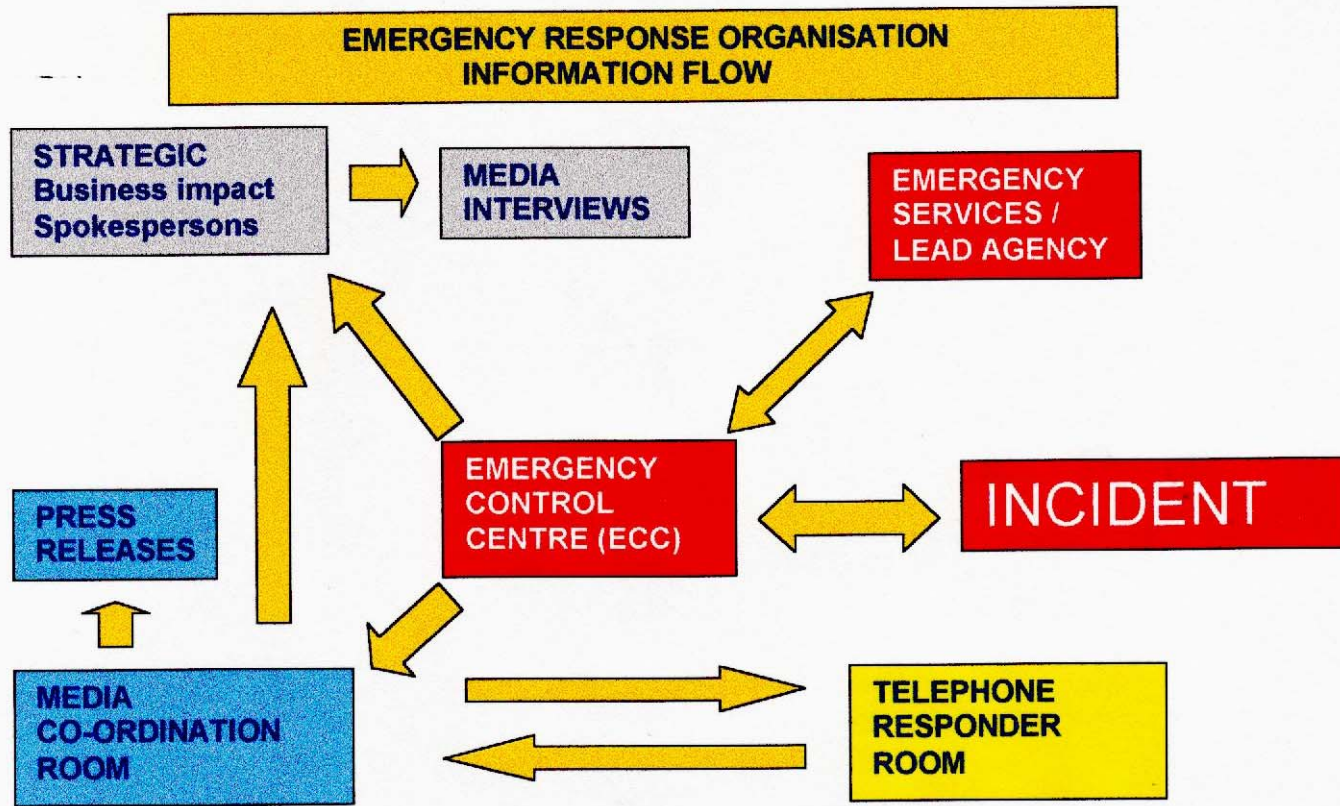
Remain Flexible

Volunteers

Additional Telephones and Lines

Media Trained Spokespeople

Agencies



Building the relationship

As early as possible
establish yourself as the
primary source of accurate
information about your
company's involvement

Developing and Delivering Key Messages and Position Statements

“The health and safety of our people is our top priority”

“We have well-rehearsed procedures to handle this”

Show yourselves to be professional and caring

Facilitating The Media

Media Responders

Equipment

Catering – for both you and the media

Parking

Conference Rooms

Press Office

- Media Responders to help with press calls
- Train responders on how to deal with media calls
- Telephones on a hunt group
- Keep Media room separate from Incident Management room

Facts and Figures

- Company history
- Details of previous incidents and how they were handled
- Dates of emergency exercises
- Website

Media Trained Spokespeople



**And Just when you thought
you had enough to deal with**



RECAP

- BE PREPARED
- INFORMATION FLOW
- FLEXIBLE
- SPEED
- EXPECT THE UNEXPECTED
- MONITOR
- NOT ALWAYS THE BIG BANG
- MAKE FRIENDS
- IDENTIFY AUDIENCES/
COMMUNICATE
- ISSUES AND MESSAGES



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