



The Benefits of Media Relations

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Technical Support

Please contact Lucy Buchanan-Parker, at projects@amssa.org or **604-718-2784**.



Housekeeping

1. Downloading PowerPoint Presentations
2. Accessing the Chat box



Submitting Questions for the Q&A Session

- Type your questions in the **Chat Box**
- Tweet using **#AMSSAevents**
- Email to **events@amssa.org**



Join the Conversation on Twitter

- Use **#AMSSAevents** to follow the conversation on Twitter and connect with other webinar participants.
- AMSSA can be found on Twitter **@amssabc**



What is AMSSA?

- A provincial association of organizations focused on immigrant settlement, integration and language, as well as diversity and inclusion.
- Contracted by IRCC to support a broad range of immigrant settlement and language service providers and stakeholders in BC.



Multifaith Calendars



Welcome & Overview of Agenda and Goals

Sabrina Ziegler
Settlement Coordinator



The Benefits of Media Relations

Andrea Keen



THE BENEFITS OF MEDIA RELATIONS

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BENEFITS OF MEDIA RELATIONS

No 1 **PROTECT YOUR
BRAND**

No 2 **SPEAK
CONFIDENTLY
WITH REPORTERS**

No 3 **INCREASE
PROFILE &
CREDIBILITY**

LEARNING OBJECTIVES

No **1** **COMMUNICATION
TECHNIQUES**

No **3**

**ANTICIPATE
& PREPARE**

No **2** **RECOGNIZE
COMMON PITFALLS**

SUPPLEMENTAL MATERIALS

Nº

1

**BENEFITS OF
MEDIA RELATIONS
HANDOUT**

Nº

3

**SLIDE DECK &
CONTACT INFO**

Nº

2

**IMPACS MEDIA
COMMUNICATIONS
TOOLKIT**

DEMYSTIFYING THE MEDIA

- **4th Estate – an institution, a corporate entity, technology**
- **Conduit between gov't & citizens**
- **Gov't / corporate watchdog**
- **Influences public opinion**

WHAT IS *NEWS*?

- New information = *deadlines / pressures*
- Hard or soft stories
- A story with an angle/purpose
- 5 W's

TYPES OF MEDIA

- **Print – longer lead time**
- **Broadcast – constant need for new information**
- **Social media - a conversation**
- **Reporters, editors, producers**
- **Ethnic media**

WHY A REPORTER CALLS

- Information!
- You are listed as contact
- Do they know you?
- Your profile: for a statement or contradiction
- A fishing expedition

WHAT DO I WANT FROM MEDIA?

- An informative story that helps us reach objectives
- The chance to communicate with your audience
- To look & sound professional
- _____?

COMMUNICATION GOALS

- Knowledge & Understanding
- Trust & Credibility
- Constructive Dialogue
- Informed Decision Making

WHAT IS MEDIA RELATIONS?

- **Relationships**
- **A tool: planning, policy are fundamentals**
- **Proactive / reactive approach to managing image & reputation**

WHY IT'S IMPORTANT

- Sooner or later you *will* interact with media
- Not responding isn't an option
- The stakes are HIGH for you and your organization
- Proactive is a best practice

WHO TALKS & WHEN?

- Designate more than one spokesperson
- Everyone should know who the spokespersons are
- “*No comment*” is not an option!

CRISIS COMMUNICATIONS

- **Intense external pressure & organizational paralysis**
- **Give honest answers to difficult questions**
- **Behind the scenes...**
- **Be authentic, don't try to “spin” or avoid certain topics**

RESPONDING TO MEDIA

- **ALWAYS** try to accommodate requests
- **Get the information ASAP**
- **The story will run with or without your input**
- **Never stonewall, it will backfire**

WHEN A REPORTER CALLS

- **Follow up ASAP!**
- **Interview 1:** *find out as much as you can about the story*
- **Additional sources?**

INTERVIEW PREPARATION

- **Research media, issue and reporter**
- **List Q & A**
- **Refer to prepared plans, messaging etc.**
- **Practice with a colleague, use a camera if possible**

PRESENTATION

- **Show up on time & prepared**
- **Check appearance in a mirror before arrival**
- **No swearing or jokes**

1) INTERVIEW GUIDELINES

- **Be courteous, even if you disagree**
- **Ask reporters to repeat, clarify**
- **Always use eye contact when speaking!**

2) INTERVIEW GUIDELINES

- **If you don't know, say so**
- **Never lie, guess, exaggerate, sensationalize**
- **Don't answer hypothetical Q's**
- **Speak active, in first person**

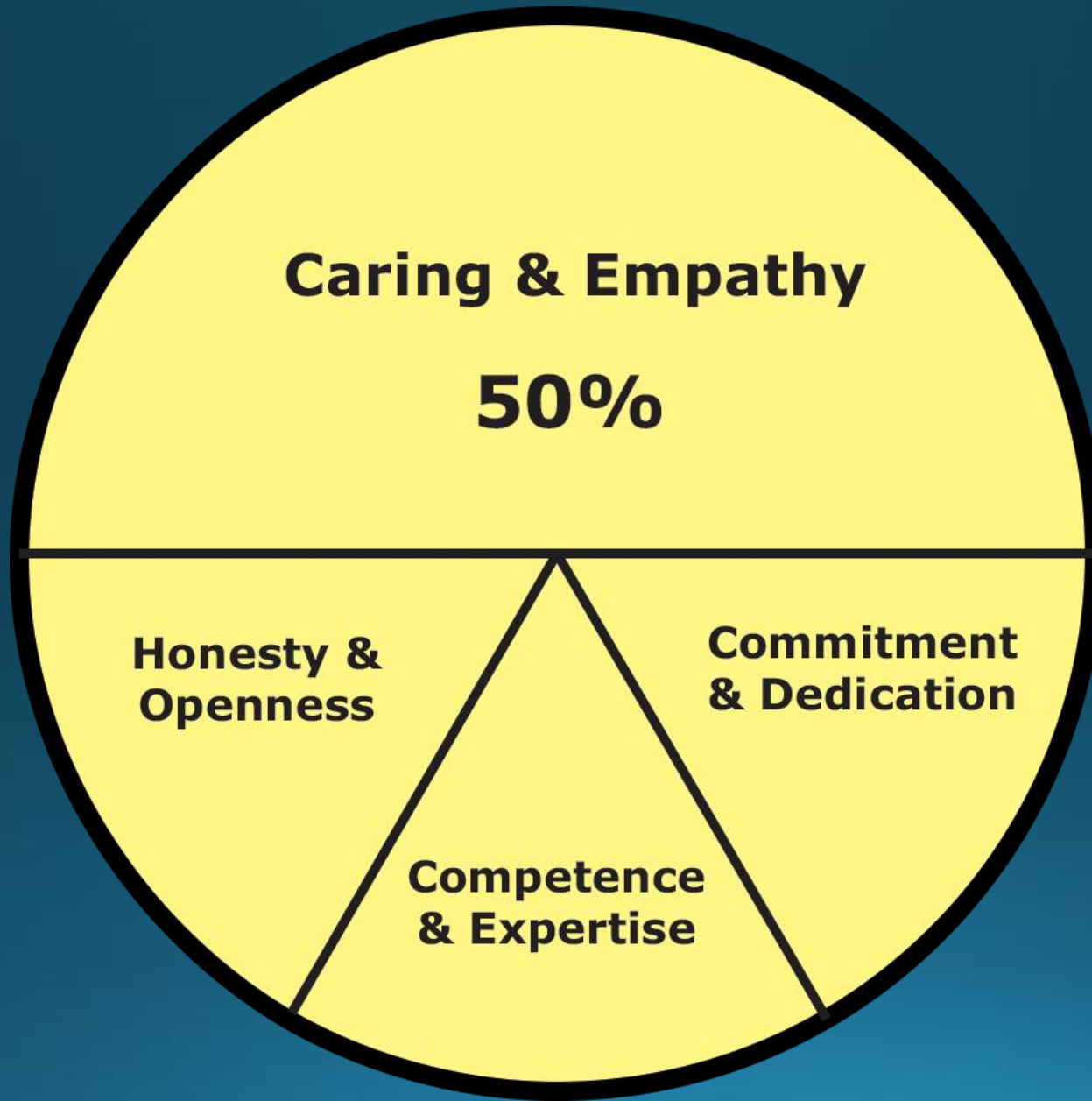
3) INTERVIEW GUIDELINES

- **Message:** Mission, Vision, Values
- **Short, concise statements**
- **Use positive language**

4) INTERVIEW GUIDELINES

- No jargon, acronyms
- Pause after each question
- **EVERYTHING** is “*on the record*”
- Taping

CRISIS SITUATIONS



CRAFTING KEY MESSAGES

Does anyone have any
questions for my
answers?

~ Henry Kissinger

CRAFTING KEY MESSAGES

- **Tools to answer questions in organization's narrative**
- **Write bullets, not novels!**
- **Don't assume knowledge**
- **Format: no more than 3 messages in crisis situations**

4 C's of MESSAGING

1. **CLEAR**
2. **CONCISE**
3. **CONSISTENT**
4. **CORRECT**

Q&A

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Concluding Remarks

Sabrina Ziegler
Settlement Coordinator



- Please fill out the online evaluation form
- Sign up for Settlement Net:
<http://www.amssa.org/settlement-net/>

Thank You!

