

Using the Media

Extreme Leadership – 28 January, 2010

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What makes news?

- **Local**
- New
- Controversial
- Injustice
- Scandal
- Innovation
- Unusual
- League tables
- Research
- Campaigns
- Fear/risk
- Tragedy
- Relevant
- Human interest
- Simple/clear
- Pictures
- Topical
- Impact
- Case studies
- **Contacts**

Proactive

- Get on the front foot - set the agenda
- Tell your good stories
- Find your news angle - focus on impact
- Build media contacts
- Build reputation
- Build awareness
- Change attitudes & behaviour
- *Always work with your communications team & media protocol*

Reactive

- Is it your business to comment?
- Know the facts
- Beware acknowledging responsibility
- Prepare statement/interview carefully
- Any legal issues?
- Challenge inaccurate information (carefully)
- Liaise with press office/follow protocol

Handling a crisis

What could go wrong?

Handling a crisis

- Go proactive or stay reactive?
- Liaise with partners
- Take legal advice/beware legal issues
- Identify good spokespeople (if doing interviews)
- Keep the media updated as much as possible
- Carefully correct misleading information
- Identify key messages (such as):

Concern (How we feel about this)

Action (What we're doing about this)

Reassurance (How rarely this happens)

Handling a media call

- Never use the phrase “No Comment”
- Don’t get drawn into an interview
- ***Get their contact info and pass to press office?***

...OR if appropriate, ask:

- What do they know?
- What’s the story/angle?
- Who else are they talking to?
- What sort of questions do they have?
- What’s the deadline?

The interview



Interview tips

- Stick to your key messages
- Be concise
- Avoid jargon
- Use examples
- Be quotable
- Beware 'off the record'

Pack your 'interview suitcase'

- Three key messages
- An example (or two)
- Anticipate the questions

Those nasty questions

- Address
- Bridge
- Communicate

Newsflash!

- Statement or interview?
- Internal/stakeholder comms?
- Key messages?

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