

Managing the Media During a Health Emergency

Gathering Wisdom III
for a Shared Journey



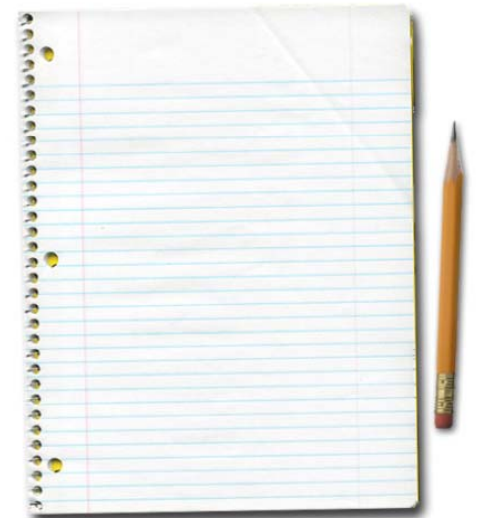
About Us

- Robert Simpson, former journalist
- Dallas Squire, media relations
- Brent Bouvier, media relations
- Chantelle Krish, media relations
- Danielle Lowe, media relations
- Ryan Tessier, media relations
- Grand Chief Doug Kelly, Group leader
- Ahousaht Chief Councillor, Johnny Frank



Training Objectives

- To learn how to manage the media during a community health crisis
- To understand the media, its challenges and opportunities
- To learn new interview skills



Who are the Media?

- The media report the news, good or bad--24/7
- Reporters are mostly generalists
- Objectivity is an ideal
- Truth seekers
- Coverage affects public policy and influences government
- Print, broadcast and internet media



What are the Media Looking For?

- Facts
- News is about people—human interest
- Tell a story (theme, plot, characters)
- New information



Types of media

- Radio
- Television
- Print
- Internet
- Social media
- Blogs, Facebook and Twitter



Deadlines

- Radio- Hourly
- Television- Daily
- Print- Daily
- Internet- Immediate
- Social media -Blogs, Facebook and Twitter- Immediate



Video Clips

- Island News-A Channel
- CTV National News
- CTV Breakfast News
- CBC Noon News
- CBC 6 PM News



Island News A-Channel

9/17/2009 6:30:28 PM



CTV National News



FIRST NATIONS HEALTH COUNCIL



CBC Noon News



CBC 6pm News



Managing the Media: When the Reporter Calls

- Planning for a crisis
- The first critical hours
- Developing a holding statement
- Key Messages
- Preparing for an interview



Interview Do's



- Take control by placing time limits
- Communicate consistent messages
- Practice good, positive body language
- Clarify questions when needed
- Use flagging statements (See Workbook)
- Practice to succeed



Interview Don'ts



- Don't lie
- Make things up as you go
- Speculate
- Speak outside your scope of expertise
- Decline to comment (I am not the best person to comment on that...but what I can tell you is...)



Group Exercise #1

- Breakout into groups of five
- Assign each person a task/job
 - spokesperson
 - fact finder
 - reception
 - communications



Interview playback

The interview from the first group exercise will be played back.



Group Exercise #2



Second Interviews



Interview Playback



Your Legal Rights

There are many laws, criminal and common, provincial and federal that place legal restrictions how the press gathers information and what it publishes. Some of these laws as they apply to you are:

- Journalists cannot trespass on private property (Under current Canadian law a First Nation is not private property)
- A journalist is legally obligated to inform you if a telephone conversation is being recorded
- You have the right to privacy in your own home



Your Legal Rights

- You are protected against slander
- Permission is not needed to photograph or interview you or children
- Protection as a source is not a legal right rather an ethical ideal



For More Information

Please visit our website for more information :

www.prassociates.ca

Hartley Clip

