



## Media Guide 2017

### INTRODUCTION

The media are a valuable tool for NZIS (at all levels). It is a source of free advertising and a good way to get general messages out to the public and interested groups. It can assist with recruiting and retaining administrators, volunteers and even community support. It's also a method of attracting interest and knowledge while ensuring that NZIS has a profile that is commensurate with professional survey and spatial services offered by members.

This document is an aid for both the experienced and inexperienced as to how to prepare and think about the various forms of media. It is designed as an introduction for those heading towards a raised media profile, running an event, celebrating excellence or just for your regular day-to-day contact at whatever level.

Where situations occur that involve serious incidents that may bring NZIS into disrepute such as theft, fraud, assault, etc., we suggest you contact the NZIS national office prior to making any form of media comment.

**While we encourage NZIS spokespeople to talk to the media about issues and events within the influence of their local area or region, it is important that you contact National Office about any topics of national significance or content.**

## WHY BOTHER WITH THE MEDIA?

- Key means of communicating **with** the public - "our customers"
- Gives your message credibility
- Can be influential in shaping public opinion about NZIS
- Can influence commercial interest in the sector
- Correction of errors and misinformation.

## WHAT IS THE MEDIA?

Channels include:

- Print
- Radio
- TV – National or Regional television
- Internet; social media - Twitter, Facebook, blogs, Instagram, LinkedIn etc

Areas of interest include:

- General/good news/human interest
- Political
- Business
- Consumer
- Controversy/bad news within a sector

## THE DIFFERENT MEDIA CHANNELS

Print

- Emphasis on headlines
- Issues can be dealt with in short or in detail
- Need to be backed up with facts and figures
- Stories are archived and can be re-read.

Radio

- News tends to be headlines
- Statements are quick and immediate
- Longer interviews and talkback allow for emotion, listener participation
- Facts and figures not so important - can "die" on air
- News is absorbed not selected
- Repetition - news gets repeated and added to every hour

Television

- Visual - appearance/body language is all-important
- Emotional
- Impressions count - detail largely irrelevant
- Reaches wide audience - has large impact.

Social Media

- Instant communication - once it's out there, it's not retractable
- Can go 'viral' very quickly
- Has global reach
- Unmoderated.

# NEWS

## The Newsroom

- The role of the journalists - the editor, chief reporter
- Deadlines - morning and evening cycles
- Story size
- Highly competitive

## What is News?

- Issues and events which interest or affect readers, listeners and viewers
- Issues that are controversial, in the "public interest", entertaining and unusual
- **To get your message across it needs to:**
  - ✓ **generate interest, curiosity**
  - ✓ **have an "angle"**
  - ✓ **be timely**

## The Media Release – Why Bother?

The media release can be an effective communication, advising journalists of announcements or informing them of something you would like reported correctly. It has the following advantages:

- It saves time for you and the reporter.
- It helps reporters get their facts right.
- It may be used word for word in local papers if it is written in the right style.
- It forces you to think through what you want to say, to condense it, and to check your facts.
- You can clear it with your Chair, NZIS National Office, etc.
- You have a copy of what was issued.
- It enables you to inform several reporters or publications at the same time.

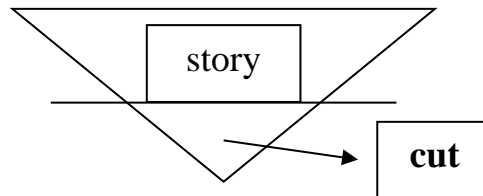
## Writing a Media Release

- The facts – who, what, where, when, why, how. The five "W's" and an "H" method
- Write the above important facts first - main message in first sentence
- Least important facts last
- Don't use our "NZIS" jargon unless it is explained or understood
- Keep sentences and paragraphs short
- Double-space between the lines - for quick, easy reading and subbing by editor
- Relate headline to main message - keep it short
- Quotes for strongest opinions
- Formalities - date, embargoes, contact name and phone number (for two people - work and after hours).

## Example

The Wellington NZIS Group *[who]* who support the *[what – the activity of NZIS]* held a special function *[how]* to celebrate Jim Smith completing 50 years as an active member*[why]*. The celebrations will culminate in a special event, starting in Wellington Westpac Stadium *[where]* this Saturday *[when]* starting at 2pm.

## Inverted Pyramid



When writing stories remember that sub-editors traditionally cut stories from the end when they run out of space. For that reason, you always put the most important information first with the end paragraphs made up of items that are not quite so vital.

For example, you may start with a story on veteran practitioner – Jim Smith, who has just completed 40 years' work when a public display takes place at 10am at the Westpac Stadium in the first paragraph. Have the timings of events and comments from various officials in the middle paragraphs and what Jim hopes to do in the next 10 years as a final paragraph. In this fashion the story would lose nothing if the last paragraph were to be cut.

Remember also that the journalist rarely writes the headline attributed to the story. This is usually the domain of sub-editors.

## CRISIS MANAGEMENT

### Dealing with a crisis

- The objective of crisis management is to minimise the adverse impact a crisis may have on the national organisation, a group or its members
- It is not to hide guilt or dodge responsibility, nor is it a cosmetic exercise in butt-covering. It is a managed way of making sure everyone knows the truth at all times.

**If you are dealing with an issue requiring crisis management contact the CEO National Office in the first instance for assistance.**

### Important elements of crisis management

- Follow a set plan and process (usually one spokesperson nominated, either the Group Chair, NZIS Chair, CEO or similar)
- Immediately advise details of crisis to appropriate people
- Put in place the right tools and resources to deal with the crisis
- Use trained and informed people including NZIS National Office, CEO and Marketing Communications Manager who can provide support.

## EVENT MEDIA PLAN

It is important that publicity associated with an event in your group or area is planned. We may all assume that the best publicity is the spontaneous successes and results focused in on by the media. The reality is that if you are not planning to support your media at key events then it will never get the exposure the event deserves. If your publicity is not driven and supported and the media find contact difficult in any way, then opportunities will be missed.

The key for your event or opportunity is appointing a key individual who has experience with the media, or is comfortable in the role or has the potential to become comfortable in the role of media liaison. From there it is about planning.

One of the main ingredients in a media plan is a media timeline. The timeline, constructed by the event organiser or those with a key role in the event, should itemise and highlight every major component as you work towards your event. The following is an example of a starting point:

### Example Timeline

Item	Date	Responsibility	Notes	Review Date	Achieved Yes / No
1. Appoint a media Liaison person for the NZIS Conference.	July 10	Chairperson	Call for applications but also target members with a media background. Should ideally be comfortable with radio as well.	July 25	
2. Put together a timeline of key events for publicity purposes.	Aug 30	Media Liaison	Include registration details, key speakers or officials that may be attending, sponsors as they sign on, draw, local angles, etc,etc.	Aug 5, Aug 15 and 25.	
3. Arrange for a meeting with local media reps	Sep	Media Liaison	Meet with emergency and general reporter for radio, community paper and daily paper (regional TV if it comes in).	Sep 1	

## THE INTERVIEW

### Radio Interview

#### *Crisis (Chair, CEO):*

- Never off the cuff (unless you are a walking/talking expert in that field)
- Phone back once you are prepared
- Be aware of background noise
- If using a cell phone make sure you don't move around, have good charge and other phones are unable to ring
- Give interview background notes before you begin
- Use lively language - examples
- Answer questions - don't fill in silences except to repeat what you have said
- If in the studio, sit quietly.

#### *Operation (Chair, CEO, appointed person):*

- Think about your key messages and write them down if you get a chance eg police support, key lessons to be learned, positive outcomes, outstanding acts (bravery)
- Keep your message short where appropriate (think about how it may be cut for the news), 20 second bites if news associated.

### Television Interview

- Get the right location - check for NZIS setting, appropriate gear, noise or unacceptable visual distractions
- Ascertain if this is for an NZIS news setting or a documentary piece
- For the news - single, simple messages - brief simple statements - 15 to 30 second sound bites - remember, this will be cut to fit – repeat key messages
- For a documentary or similar – expand your answers appropriately but still maintain single simple messages so that it can be used for appropriate length cuts.
- Give the reporter any facts you want them to be aware of before the camera rolls
- Concentrate on the interviewer
- You can ask to do it again.

## Personal preparation for TV interview

- Make sure you present the right image for NZIS
- NZIS setting – TV will set this up but help with anything that focuses on the outdoors and relates to your group (might as well get out there) and our brand
- Be aware of any mannerisms such as touching the nose, ears, etc
- On camera:
  - ✓ Lean forward/ be interested
  - ✓ Makeup will be necessary under studio lights
  - ✓ If a key light is shining in your eyes or another distraction exists, say so before interview starts
- Don't drink alcohol before the interview
- At the interview:
  - ✓ Be concise – except as outlined above
  - ✓ Look at the interviewer not the camera
  - ✓ Don't presume intimacy by referring to the interviewer by name in a crisis type situation (it can sound patronising). In a lighter interview with perhaps a focus on fund and recruiting it is not only acceptable, it is preferred
  - ✓ Stick to the facts.

## Media interview checklist

- Prepare before all interviews - know what you want to say, what you can and can't say, prepare the material, rehearse
- Ask for the deadline and stick to it
- You do not have to respond off the cuff – although in most NZIS operational interviews it's the only option
- Gather or check information
- Never say "no comment"
- **Don't make off the record statements – there is no such thing**
- Never "demand" to see a copy of the story in advance. (You can ask but unless its advertising or a lifestyle type piece you will rarely be given any form of veto.)
- Spell out facts and figures – ensure they get it right
- Rehearse:
  - ✓ Even with a short time available role play the interview with someone
  - ✓ Rehearse potential difficult questions
- In a crisis situation always contact NZIS CEO or your local Chairperson – get their advice and support. This also gives advance warning that an issue may become of national interest.

(Note: for a "fun" type interview some of the above items may not apply)

## Tips and techniques for crisis media interviews

### Before you agree to an interview...

Consider your position - if the odds are stacked against you or your position is weak, turn down the interview. While the journalist may argue that not appearing looks worse, this is not always the case.

**Clear the interview with CEO, National Office and Group Chair** especially on "policy" or "operational" issues. If you do decline the interview don't make weak or dishonest excuses. If you have a genuine reason for not wishing to accept the invitation, you can state the reason. If you don't want to, don't. Say: "I have decided not to accept your invitation". Be polite but firm.

Find out before you agree to be interviewed as much as you can about the programme, the interviewer, what time it will be broadcast, whether it's live or prerecorded, national or regional. Talk to colleagues on their own experiences with the interviewer or programme.

## Once you've agreed to an interview ...

Stick to your decision. Agreeing to appear then changing your mind at the last moment will not only prove unpopular but could also lead people to assume you are hiding information.

News interviews rarely run to more than 90 seconds and magazine programme interviews usually no more than five to six minutes. In a ten-minute studio discussion, you will not get to speak for more than three or four minutes.

Assess the "climate" of the interview. If the subject involves controversy be aware. A slight slip will be noticed by the reporter and subsequent reporters following the story.

Prepare and rehearse your subject. Try to anticipate questions and rehearse with someone. Discuss the interview with colleagues. Ask for the areas the interviewer will cover. Journalists will usually tell you the areas but not the questions they propose to ask.

But don't over-rehearse - people who have rehearsed their lines tend to fall apart if they can't remember their "lines" and if the questions they expected to be asked are not asked.

Keep your arguments simple and decide in advance which are the key parts and how you can present them succinctly. Knowing what to throw out is as important as knowing what to keep in.

## Speech techniques ...

Talk aloud as you write to see how you sound. Don't use cliches "at this point in time", "viable", "utilise", etc. Don't use the word "media" in the conversation, i.e. "the media are blowing this all out of proportion". If that's the case, why have you agreed to give an interview?

Regard everything you say as being "on the record". If you don't want anything you say repeated on air or in print, don't say it because anything you say can and may be used.

Keep sentences and phrases short - don't pad. Just remember it's better to say one or two things well than to try and present all the points of a complex case packed into three minutes.

If you can add relevant anecdotes do so - listeners like to hear stories and examples. However, always stick to the facts.

## During the interview...

You can control the interview. Take responsibility for what is and is not said.

Don't be evasive. The interviewer will spot your evasions and more importantly, so will the viewer. If there is something you don't know or haven't got the answer to, admit it - you'll get points for honesty.

If you or NZIS are caught out or clearly shown to be wrong, make a gracious concession, but do correct any significant mis-statement that your interviewer may make. "I'm sorry Mr/Ms ... but that simply isn't correct." Tell the truth and be natural.

In the studio ...

Interviews at the studio give you more time to prepare as these are usually held later in the day than a location filmed interview. However, studio interviews are usually the preserve of current affairs programmes - most news programmes go direct to the source.

Studio interviews will require make-up - put up with it - you will look better with it on because of the harsh studio lighting.

During the interview sit straight and look at the interviewer - not the camera.

Don't drink beforehand - alcohol is sometimes offered - refuse. Water is usually provided on the set. Wet the mouth only. Taking large gulps will make you sweat, especially on the upper lip.

Be natural - feel free to gesture but don't play with the microphone, your tie, etc. and don't swivel in your chair.

## In your backyard...

You are more likely to be interviewed in the outdoors. The advantage of this is that you are likely to be more relaxed on your home ground. And what you are doing is not being transmitted live. If the interview takes place in an office don't clear it up too much as activity looks better than a totally clear desk. Of course, remove material you may have used in your preparation or that may be sensitive.

## Conclusion...

Always be cooperative and reasonable with the media, even if they are being uncooperative or unreasonable. Remember the power of the media to communicate to the public.

In most non-operational interviews the setting is relaxed and straight forward. It should be fun for both parties. Practitioners should remember however that where they express an opinion that it is their opinion, not necessarily that of NZIS.

**Hadyn Smith**  
**CEO - NZIS**