

Encountering the Media®

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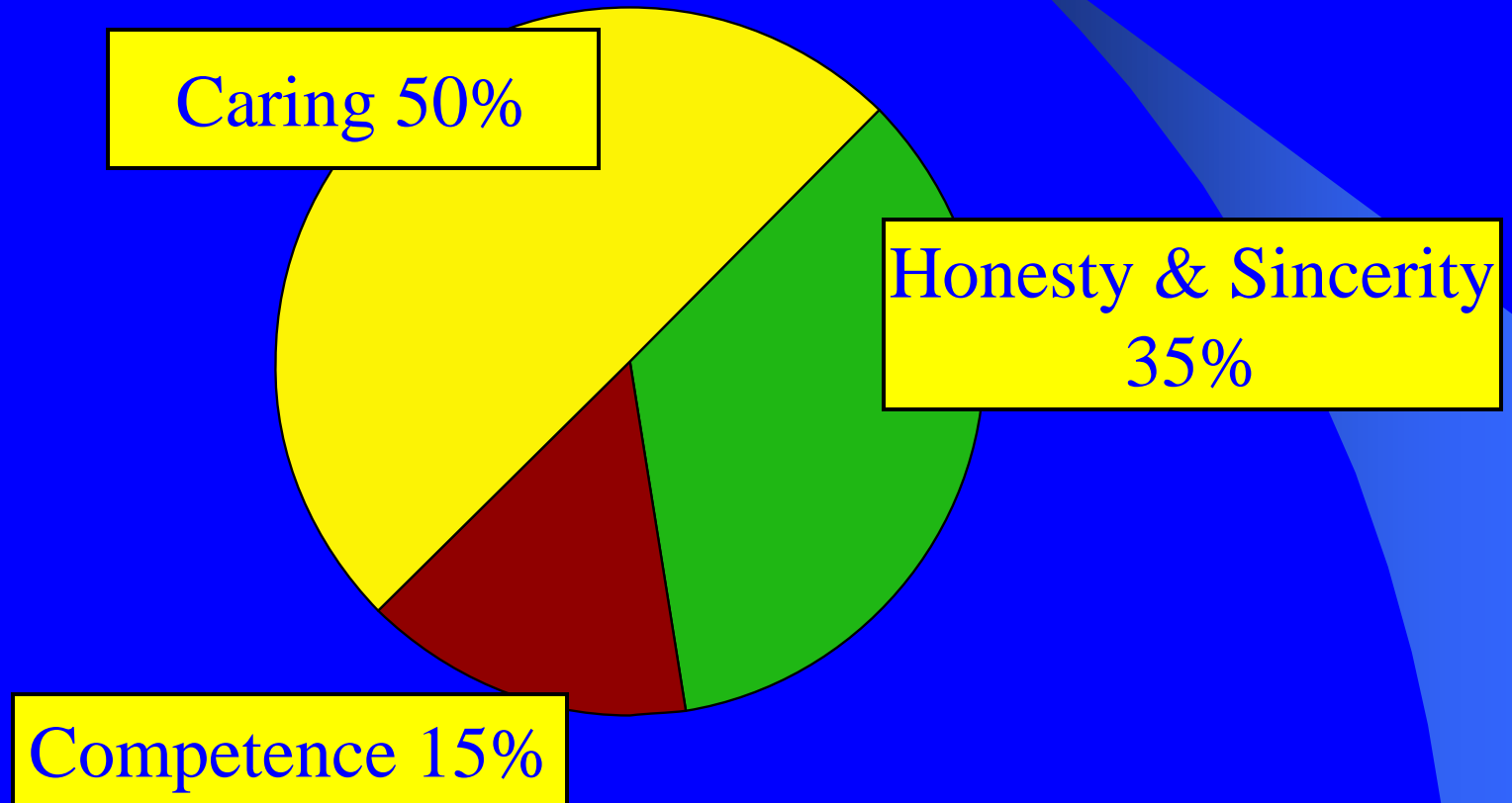
Our Objectives

- ▣ How to get your message on climate change across through the media
- ▣ Understand the challenges of ‘risk’ communications
- ▣ What works/what doesn’t when communicating through the media



"My client has been convicted by the media, but I am confident that his conviction will be overturned on appeal by the three major networks and the 'Times.'"

Trust and Credibility (source:V. Covello)



Did you know?



“70% of Canadians are influenced by industry experts.”

-National Post

“40% of Canadians are more likely or very likely to be influenced by a journalist’s endorsement.”

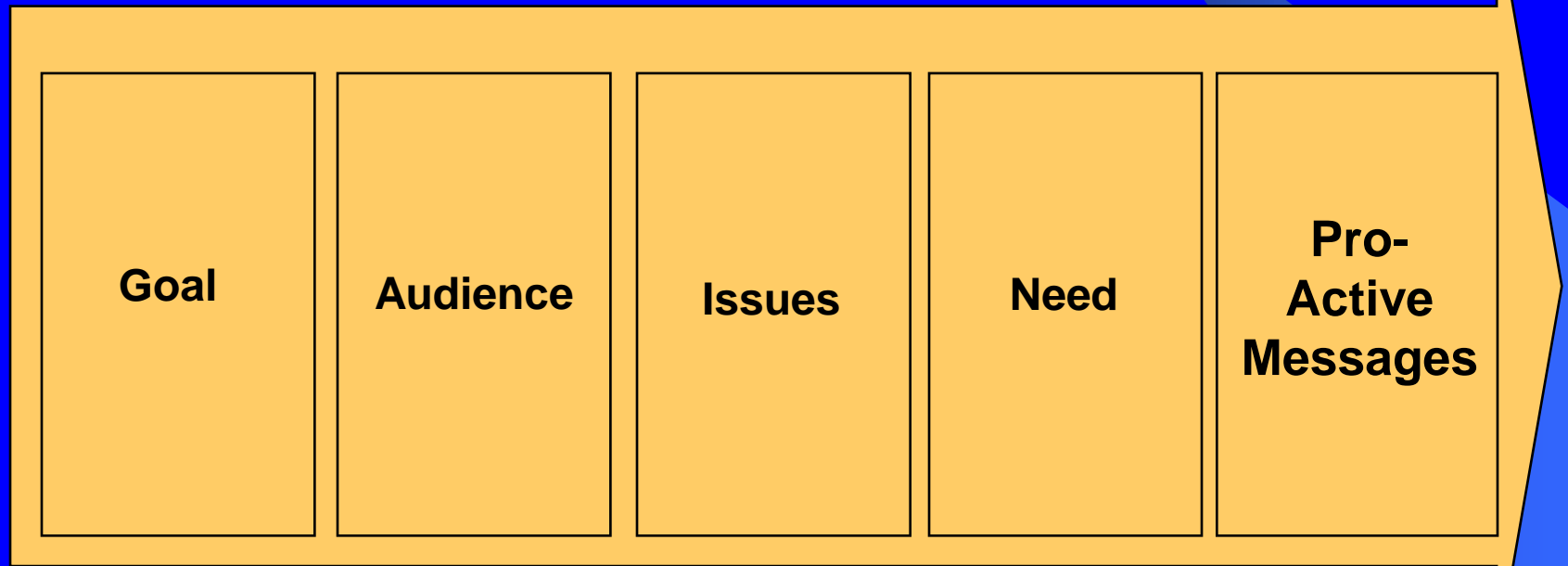
-National Post



*“My son, you have survived the ordeal by fire and the ordeal by water.
You now face the final challenge—ordeals by media.”*

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Tier One Steps



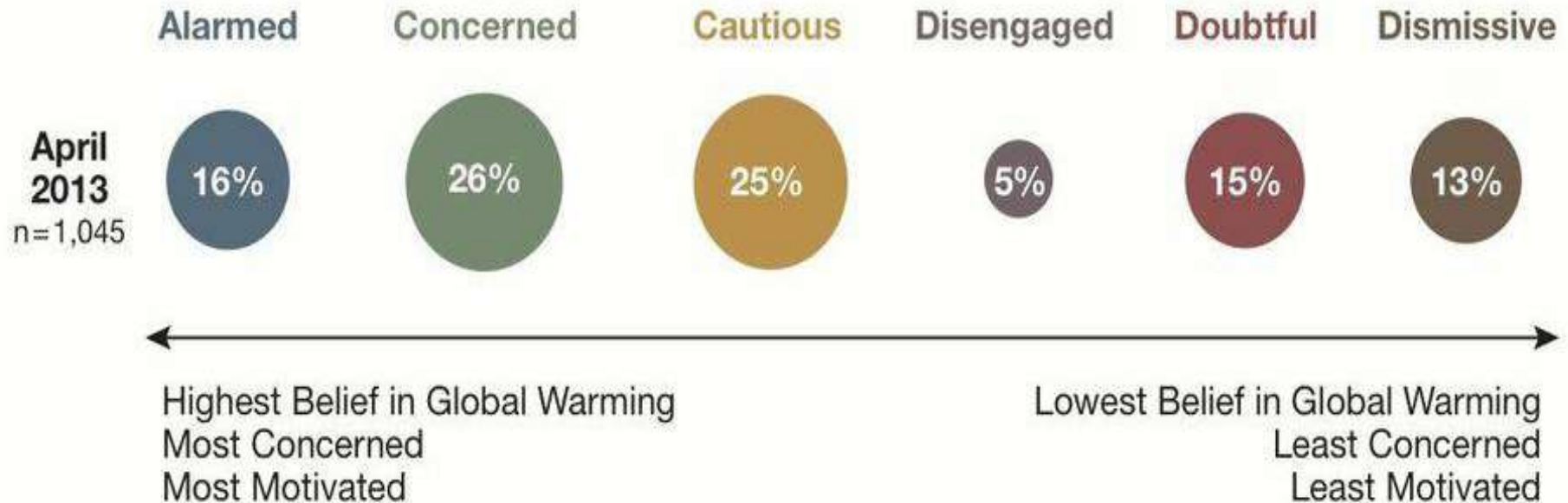
Interview Goals

- ▣ to position your organization as...
- ▣ to position climate change as...

Target Audiences

- ▣ who needs to know about this?
- ▣ what are their concerns?
- ▣ what messages do they want to hear?
- ▣ what do they not want to hear?

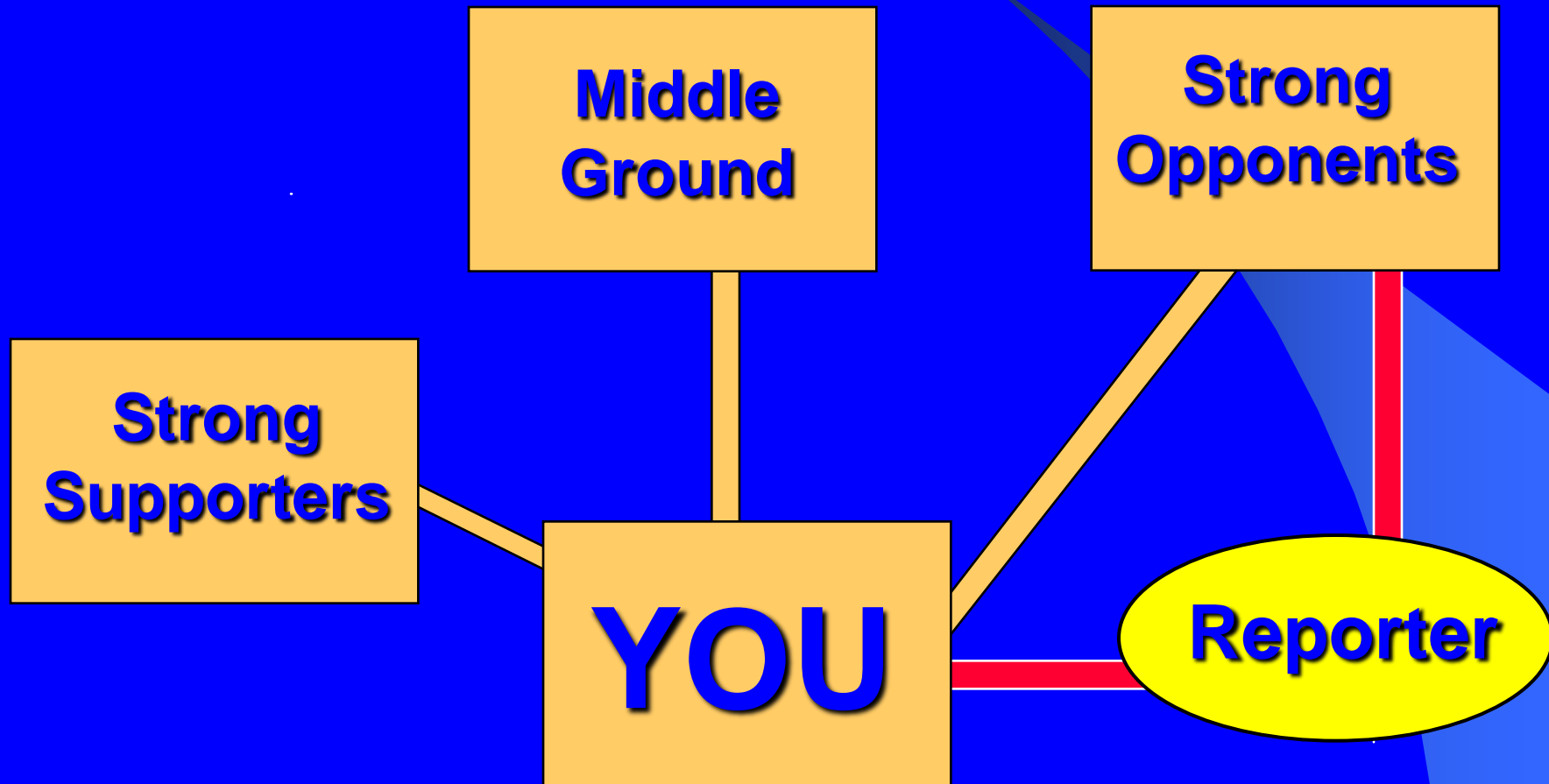
Global Warming's '6 Americas'



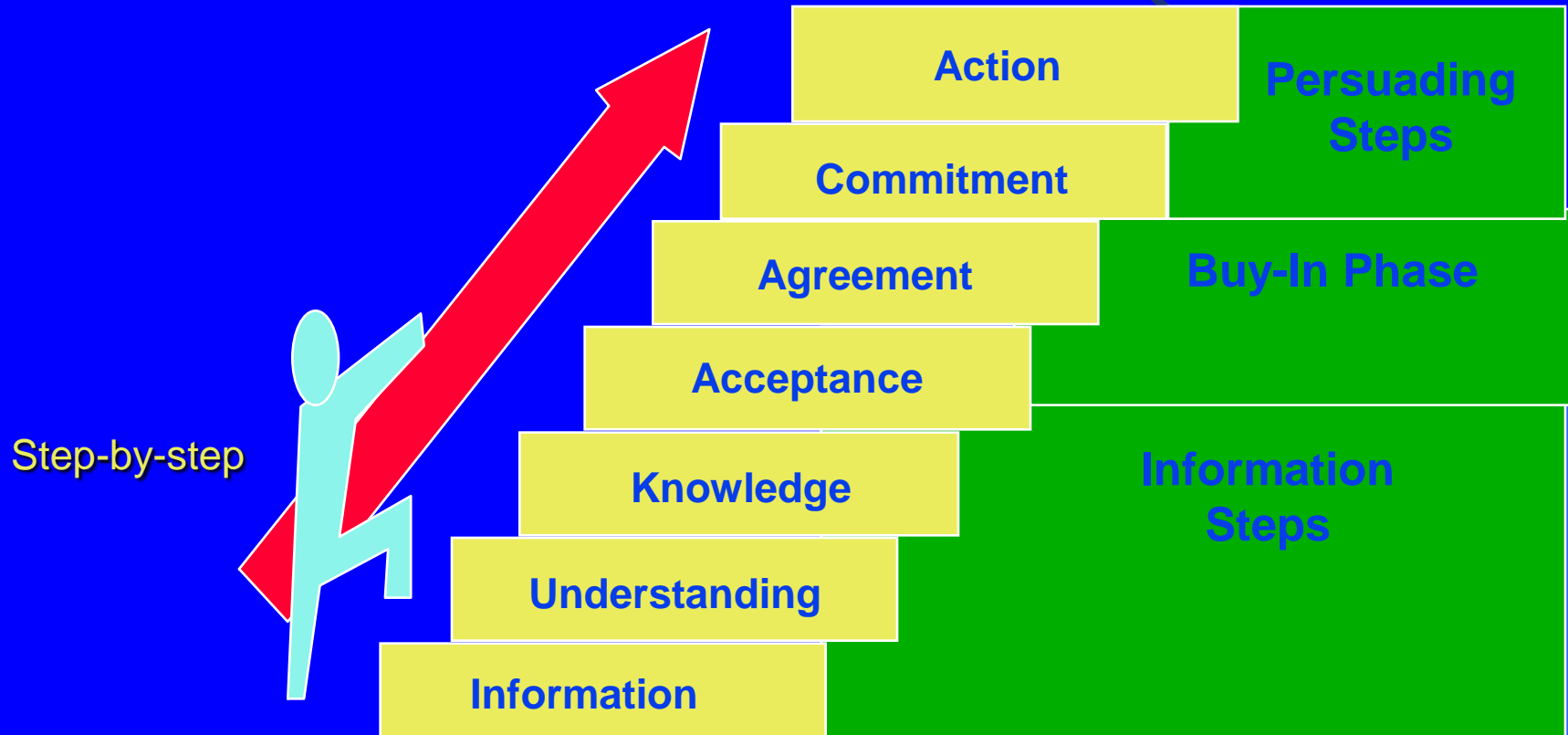
Proportion represented by area

Source: Yale / George Mason University

Identify Your Target Audience



Persuasion Ladder



Define Your Messages

- ▣ succinct statement that captures essence of your point
- ▣ one or two sentences
- ▣ easy to understand & retain

<https://www.youtube.com/watch?v=cjuGCJJUGsg>

Framing a Message

Ask yourself three questions:

1. What is wrong? [problem with the current situation]
2. Why does it matter? [relevance]
3. What needs to be done? [action]

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Tier Two Steps

Theme

**Reactive
Messages**

**Refine and
Simplify**

Test

Message Principles

- ▣ have a core message and stick to it
- ▣ communicate caring, sincerity and competence
- ▣ how you say it is as important as what you say
- ▣ get third party endorsement
- ▣ repeat your message and visualize it

Checklist for Communicating Change

1. Communicate a vision of change.
2. Develop a strategy and follow it.
3. Be flexible.
4. Focus on achieving buy-in at each stage.
5. Involve stakeholders in process.
6. Communicate the need for change.
7. Seek out third party endorsement.
8. Create a sense of urgency.
9. Give feedback throughout.
10. Follow through on your promises.

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Tier Three Steps

**Positioning
Statement**

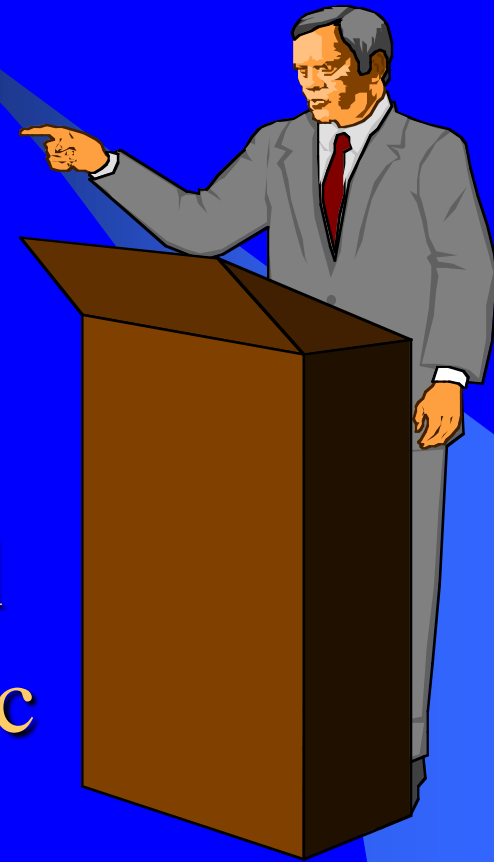
**Examples, Illustrations
and Quotable Quotes**

Positioning Statement

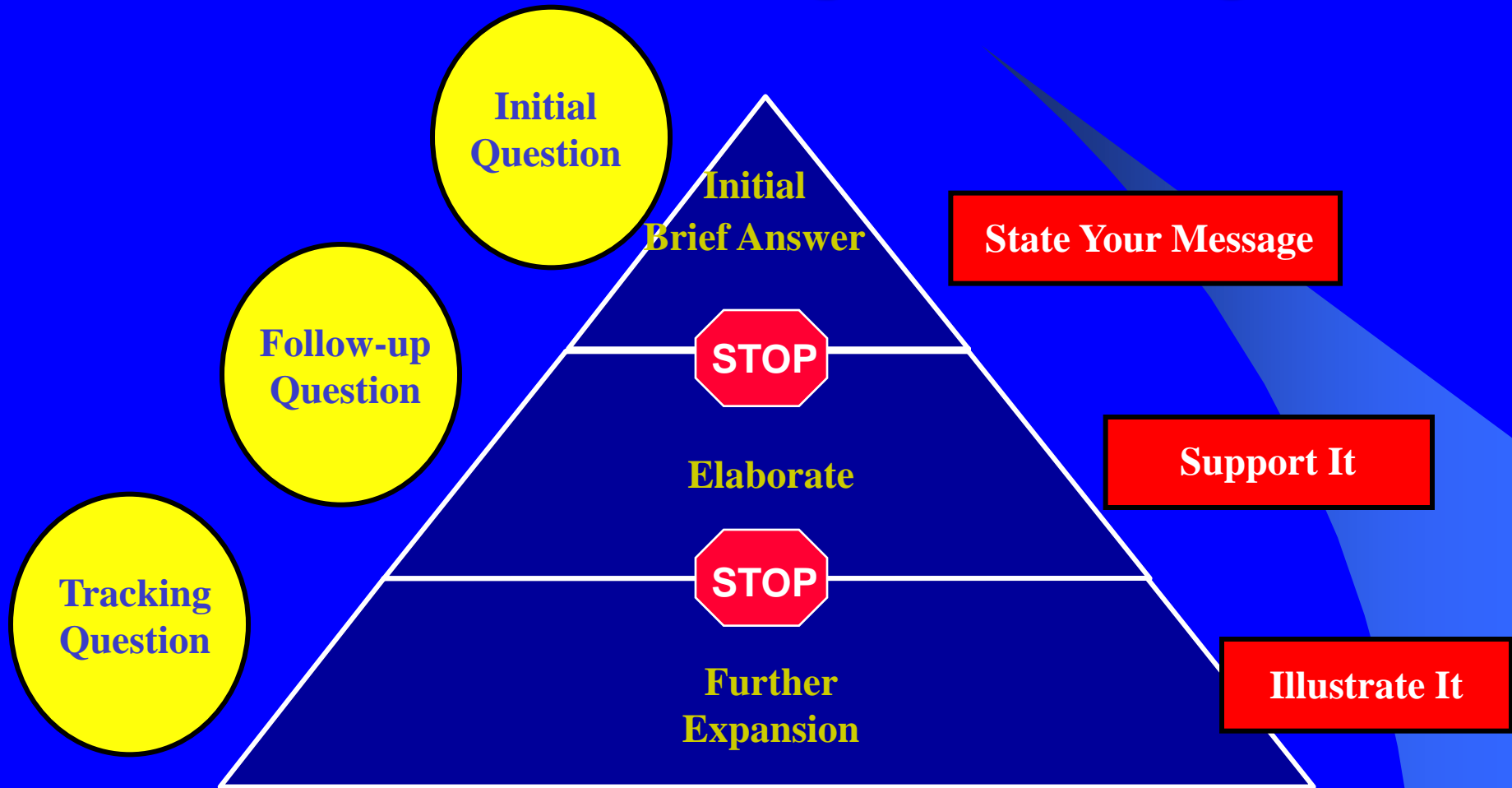
- ▣ Opening thirty seconds
- ▣ Opportunity to “position” the issue
- ▣ Focus on the theme, goal, challenge, opportunity, core message
- ▣ Bring out the positioning right away

Quotes and Sound Bites

- ▣ Brief (5 - 10 seconds)
- ▣ Self-contained
- ▣ Phrased in everyday language
- ▣ Colorful/metaphorical
- ▣ Passionate or energetic



The McLoughlin Wedge[®]



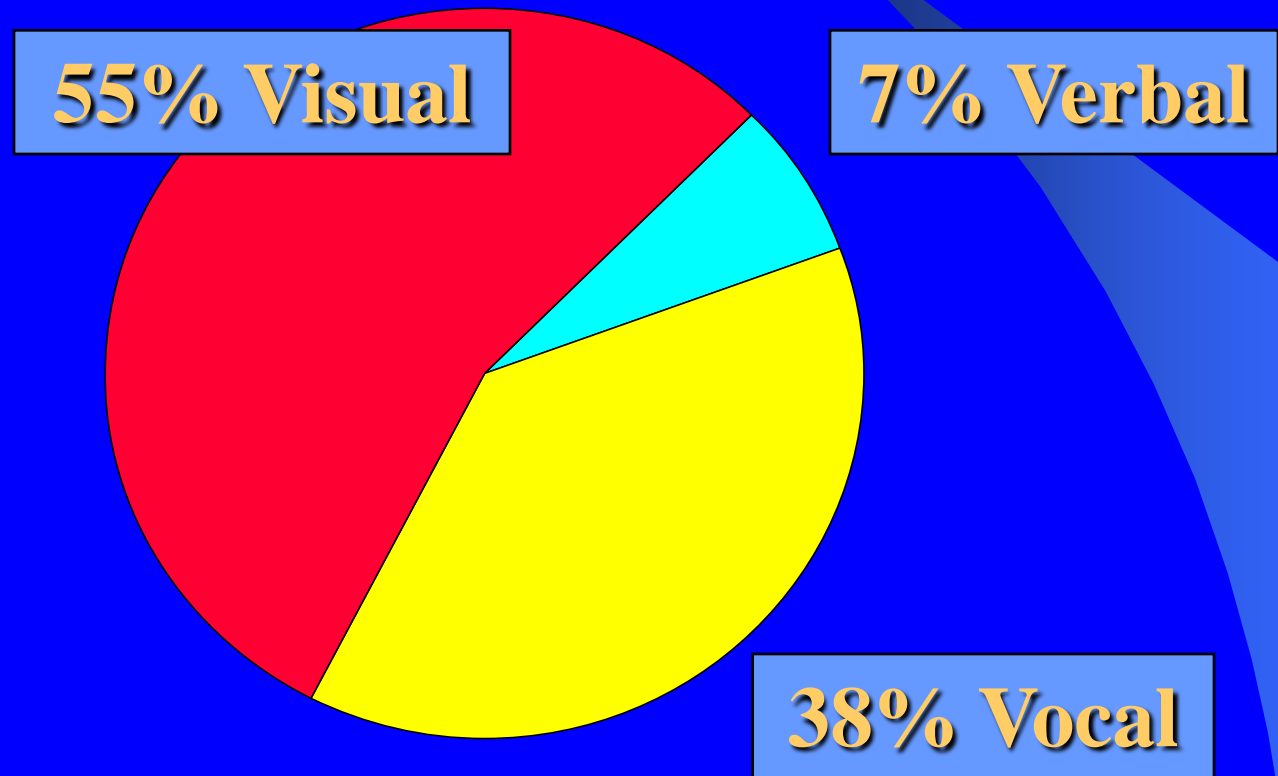
The Spokesperson's Focus

- ▣ Remember you are NOT talking to the media - you are talking to the public
- ▣ Use simple, accessible language – avoid jargon & ‘expert’ language
- ▣ Speak from the heart

The Sources of Believable Messages

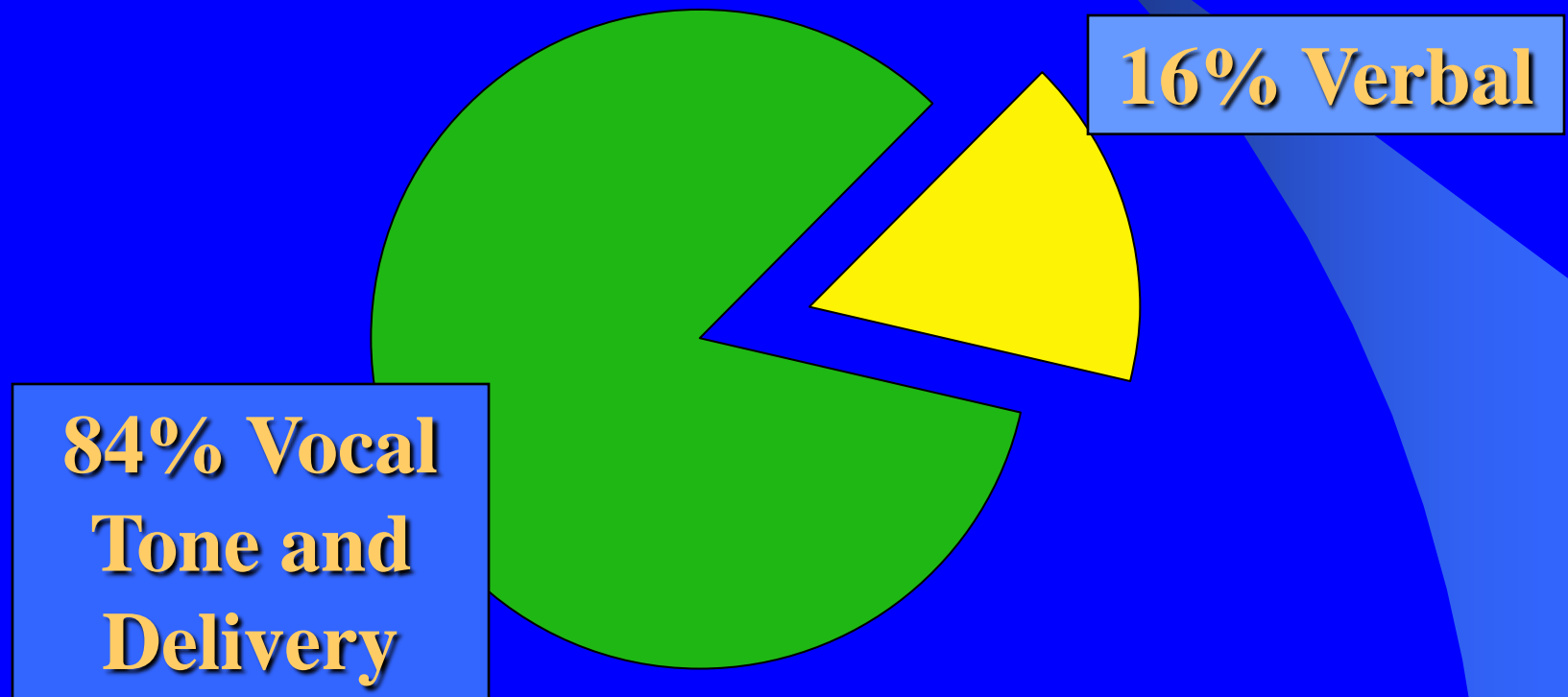
Source of the 'believed message (When people see you)

Source: UCLA



Source of the 'believed message' (When people only hear you)

Source: UCLA



Summary

- ▣ Get to know your media - build trust over time
- ▣ Prepare media tools in advance
- ▣ Be proactive – not just reactive
- ▣ If you make a mistake-correct it immediately

2012-13 EDITION

Encountering the Media[®]

MEDIA STRATEGIES
AND TECHNIQUES

POCKET TIPS

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Overcoming Panic and Fear

RISK AND CRISIS
COMMUNICATIONS

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