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)

- Caring 50%
- Competence 15%
- Honesty & Sincerity 35%
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—ordeal by media.”
Communicate With Power®
Message Developer

Tier One Steps

Goal
Audience
Issues
Need
Pro-Active Messages
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’

April 2013
n=1,045

Highest Belief in Global Warming
Most Concerned
Most Motivated

Lowest Belief in Global Warming
Least Concerned
Least Motivated

Proportion represented by area
Source: Yale / George Mason University
Identify Your Target Audience

- Strong Supporters
- Middle Ground
- Strong Opponents
- YOU
- Reporter

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Persuasion Ladder

Step-by-step

Information
Understanding
Knowledge
Acceptance
Agreement
Commitment
Action

Buy-In Phase
Information Steps

Persuading Steps

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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

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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®

- Initial Question

- Initial Brief Answer
  - State Your Message
  - Support It
  - Illustrate It

- Elaborate
  - STOP

- Further Expansion
  - STOP

- Follow-up Question

- Tracking Question
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

- 55% Visual
- 38% Vocal
- 7% Verbal
Source of the ‘believed message’ (When people only hear you)
Source: UCLA

- 84% Vocal Tone and Delivery
- 16% Verbal
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