MESSAGING TO THE MEDIA

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MIAMI
FORT LAUDERDALE
FLORIDA KEYS

KATRINA - 2005
MESSAGING TO THE MEDIA

The Landscape Has Changed

- Multiple places to find information
- Mediums in which information is shared
- Ways you communicate with media outlets
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I don’t know it all!
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It shouldn’t be like this...
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It doesn’t have to be like this...
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Something Like This Will Work
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THE MEDIA ISN’T A BRICK WALL
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Relationships matter!
Curate & cultivate them
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“Meet The Press”

Who covers the work you do?
Get out and meet them!

Invite them to see your environment, understand your work.

Exchange all channels for contact!

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Build your network *BEFORE* hurricane season

Establish one point of contact at each outlet
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With established relationships you maintain control of your organization’s message.
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With established relationships you can *swiftly* relay urgent information.
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With established relationships you can blanket your message to the users who need your insight.
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With established relationships you are available to answer to the critical needs of those you serve.
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Internal Suggestions

Develop members that want a public facing role

Set boundaries when media can have access to facilities
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External Suggestions

Consistency Is Key

Control combative or aggressive questioning, maintain talking points

OK. HERE'S WHAT WE'RE GONNA DO
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External Suggestions

Stick to the basics!

Emphasize certainty, Discuss alternatives & Acknowledge the unknown
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Impacts!
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This Is What Success Looks Like:

I know!
How Do You Want Your Message To Look?
How Do You Want Your Message To Look?
How Do You Want Your Message To Look?
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Be consistent in your message!

- Talking points for the threat
- Impacts. Impacts. Impacts. **Tell Them About The Impacts.**
- When you *can or will* update
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Word choice matters!

“Alert and empower...don’t overwhelm.”

- Alan Stewart

“...But when necessary, swing for the fences.”

-National Hurricane Center
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BULLETIN
Hurricane Laura Intermediate Advisory Number 27A
NWS National Hurricane Center Miami FL AL132020
100 PM CDT Wed Aug 26 2020

...AIR FORCE HURRICANE HUNTER AIRCRAFT REPORTS LAURA HAS BECOME AN EXTREMELY DANGEROUS CATEGORY 4 HURRICANE...
...CATASTROPHIC STORM SURGE, EXTREME WINDS, AND FLASH FLOODING EXPECTED ALONG THE NORTHWEST GULF COAST TONIGHT...
...LITTLE TIME REMAINS TO PROTECT LIFE AND PROPERTY...

Key Messages:

1. Unsurvivable storm surge with large and destructive waves will cause catastrophic damage from Sea Rim State Park, Texas, to Intracoastal City, Louisiana, including Calcasieu and Sabine Lakes. This surge could penetrate up to 40 miles inland from the immediate coastline, and flood waters will not fully recede for several days after the storm.
OWN YOUR AVENUES TO REACH THE PUBLIC

Where do you have the greatest impact?
Radio, Facebook, YouTube

Where do you want to make improvements?
Newspaper, Television
THE TRUTH ABOUT FACEBOOK

Avoid responding... it’s a trap!
IN CLOSING

• It’s OK to acknowledge your accomplishments & good work!

• Don’t forget to alert media when you’re doing something public, in the community.
QUESTIONS?

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