

# MESSAGING TO THE MEDIA

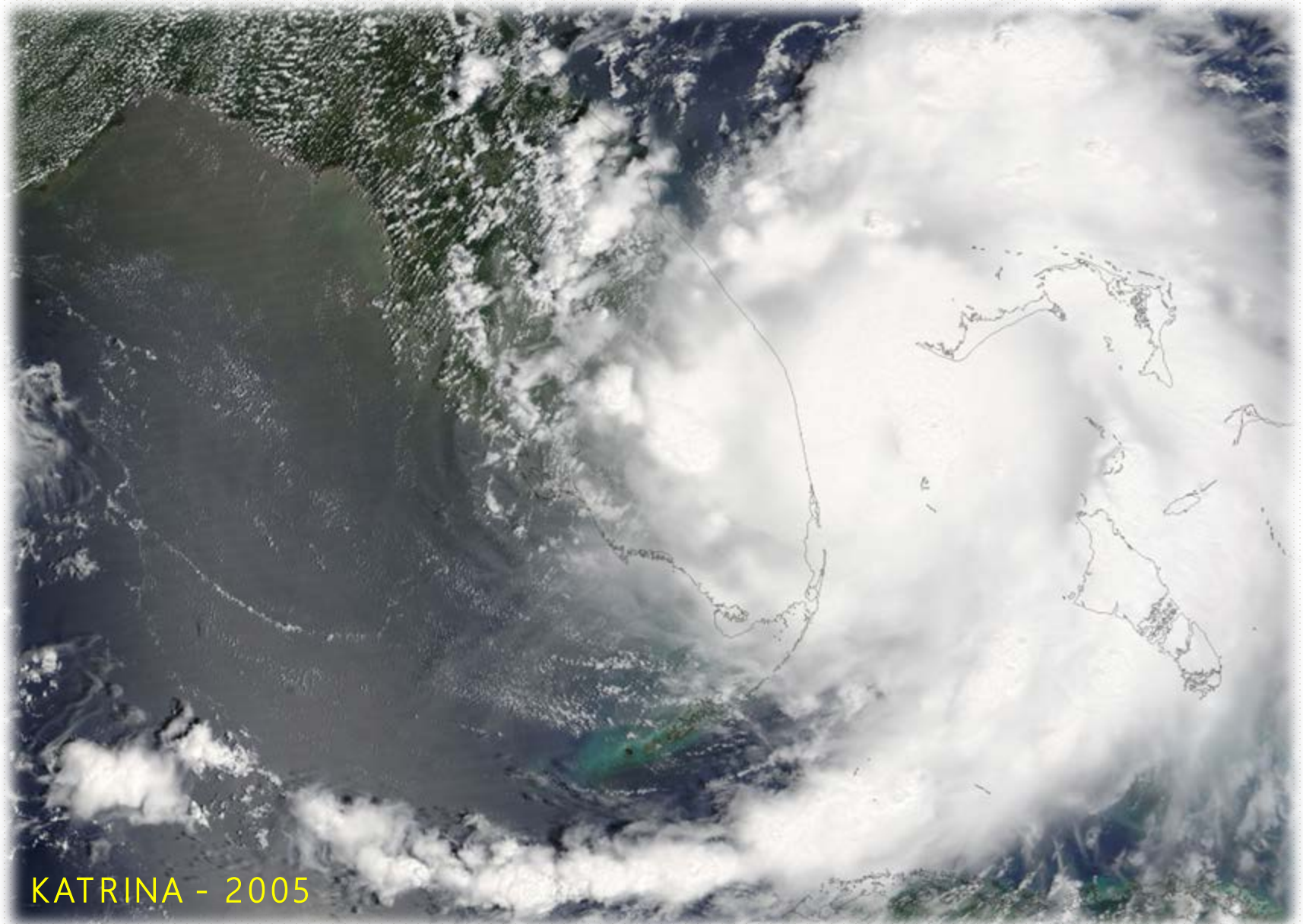
RYAN PHILLIPS

NBC6 / WTVJ

MIAMI

FORT LAUDERDALE

FLORIDA KEYS

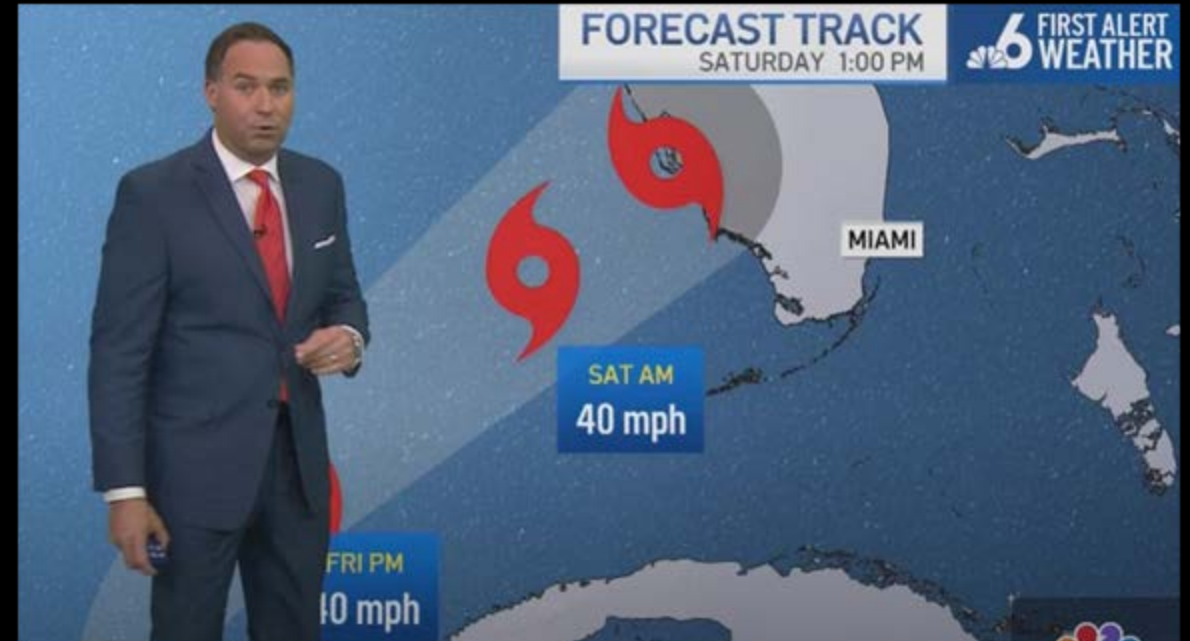


KATRINA - 2005

# 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



# MESSAGING TO THE MEDIA



I don't know it all!

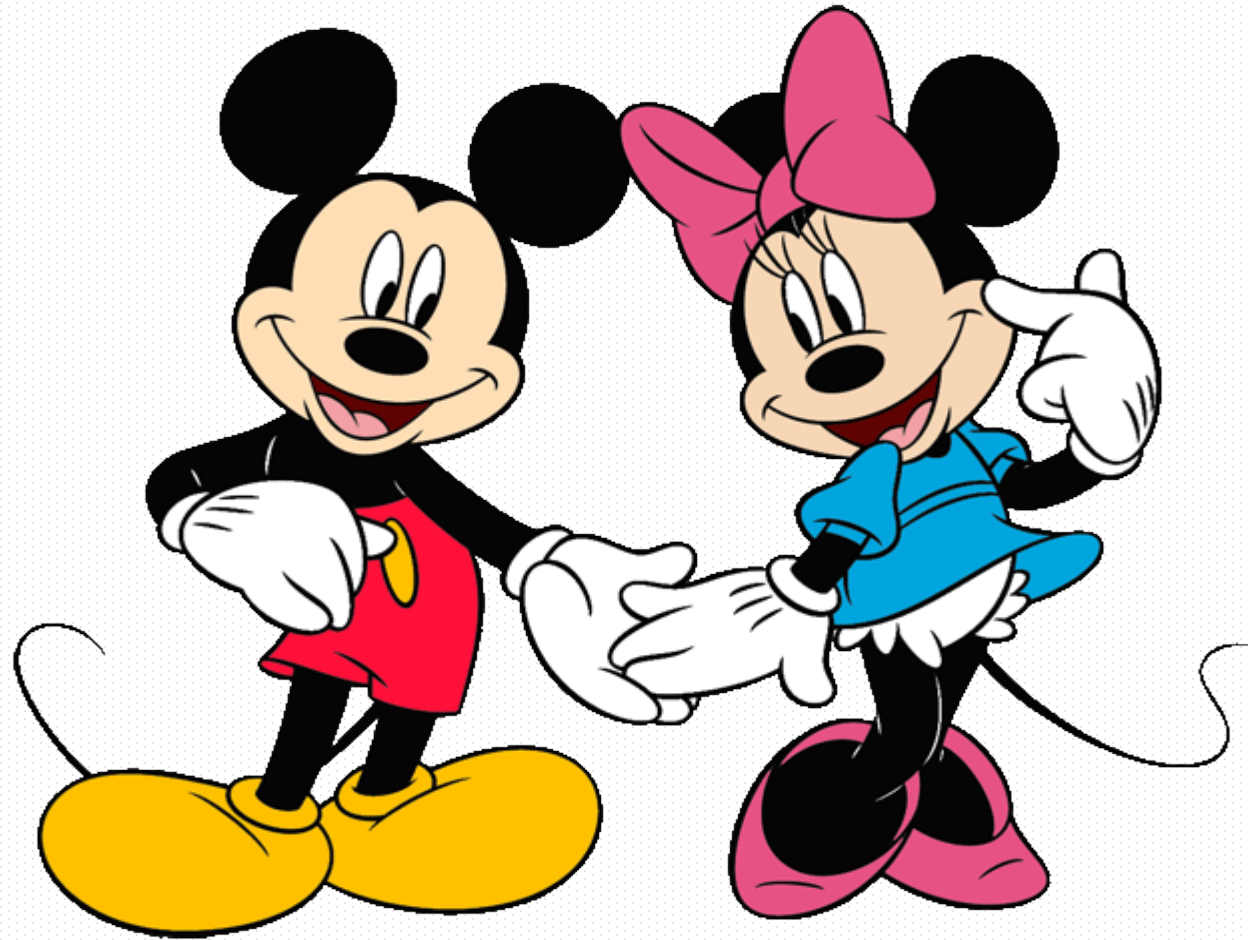


# MESSAGING TO THE MEDIA



*It shouldn't be like this...*

# MESSAGING TO THE MEDIA



*It doesn't have to be like this...*



# MESSAGING TO THE MEDIA



Something Like This Will Work





# MESSAGING TO THE MEDIA



THE MEDIA ISN'T A BRICK WALL



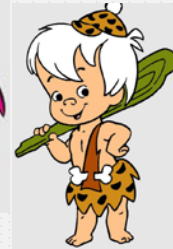
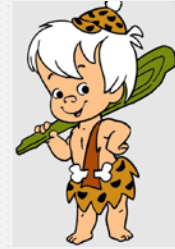
# MESSAGING TO THE MEDIA





# MESSAGING TO THE MEDIA

Relationships matter!  
Curate & cultivate them



# MESSAGING TO THE MEDIA

## “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!



# MESSAGING TO THE MEDIA

Build your network *BEFORE*  
hurricane season

Establish one point of  
contact at each outlet





# MESSAGING TO THE MEDIA



With established relationships  
you maintain control of your  
organization's message.



# MESSAGING TO THE MEDIA



With established relationships  
you can *\*swiftly\** relay urgent  
information.



# MESSAGING TO THE MEDIA



With established relationships  
you can blanket your message  
to the users who need your  
insight.





# MESSAGING TO THE MEDIA



With established relationships  
you are available to answer to  
the critical needs of those you  
serve.



# MESSAGING TO THE MEDIA

## Internal Suggestions

Develop members that want a public facing role

Set boundaries when media can have access to facilities



# MESSAGING TO THE MEDIA

## External Suggestions

Consistency Is Key

Control combative or aggressive questioning, maintain talking points





# MESSAGING TO THE MEDIA

## External Suggestions

Stick to the basics!

Emphasize certainty,  
Discuss alternatives &  
Acknowledge the unknown



# MESSAGING TO THE MEDIA

Impacts!



# MESSAGING TO THE MEDIA

This Is What Success  
Looks Like:







How Do You Want Your Message To Look?





How Do You Want Your Message To Look?



How Do You Want Your Message To Look?

# MESSAGING TO THE MEDIA

Be consistent in your message!



- Talking points for the threat

- Impacts. Impacts. Impacts.

*Tell Them About The Impacts.*

- When you *can or will* update



# MESSAGING TO THE MEDIA



Word choice matters!

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

-Alan Stewart

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

-National Hurricane Center





# MESSAGING TO THE MEDIA

## 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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