

# Media Relations

Recent research has highlighted two facts – that a media profile contributes positively to a company's share price and that the finance media relies extensively on public relations sources.

Consequently, media relations and choice of an adviser is a crucial decision for many companies.

There are also a number of other issues that are important for corporate reputation in dealing with the media, such as:

- > How should a chief executive deal with the media?
- > Is it possible to have a corporate media profile without it becoming a personal profile?
- > How does a company deal with the media when crisis strikes?
- > How can we get the media to understand our company's story?
- > How can we achieve accurate and fair reporting?

## **What happens if a company doesn't have a Media Consultant?**

Without a media consultant, companies can have a number of adverse experiences:

- > Company announcements can disappear without trace
- > No relationships are built with journalists
- > No additional media coverage occurs outside announcements
- > A chief executive has no guidelines for handling media inquiries
- > The media can railroad the corporate agenda if a company is unprepared when issues arise
- > Electronic media opportunities can evaporate because a chief executive is unsure how to proceed
- > Opportunities to promote the corporation are passed up because no mechanism is in place
- > Stockbrokers forget a company exists if it is not appearing in the media
- > There are no safeguards in place to ensure the media doesn't get it wrong

## **How do we add value to media relations?**

Competition to achieve media coverage has never been greater.

There are more companies seeking coverage and the media spaces available to be filled are not increasing at the same rate.

The key to gaining media coverage is NEWS and ensuring information around your company is converted into news.

When chief executives speak to the media they also need KEY MESSAGES to make the story clear and compelling.

The CORPORATE STORY needs to be made newsworthy and interesting to ensure media coverage enhances understanding of the qualities of the business.

## **The value of a Media Advisor**

- > 50% of Australians spend at least one hour a day reading, watching or listening to news and current affairs
- > 85% of journalists use PR sources
- > 80% of all finance stories are sourced from PR practitioners

## **Tips for dealing with the media**

- > Be succinct and persuasive
- > Enumerate your key points
- > Tell anecdotes to make the story interesting
- > Don't give information off the record
- > Ask questions to know the context of an interview
- > Don't fudge or exaggerate – be straightforward and know your story

## **Media Deadlines**

- > Make announcements early in the day
- > By 4.00pm, most of the next day's print news is decided
- > Early in the week is better for soft news
- > Sector specialists in the daily media want news to suit individual deadlines
- > TV chiefs of staff decide news stories early AM



## **An ideal Media program**

### *Results announcements*

Tell your story face-to-face to individual reporters

### *Media Profiles*

Tell your corporate story to the media in a way that attracts investors

### *ASX announcements*

Present them in a way that makes reporting easy and responsible

### *Media training*

Become better prepared in dealing with print and electronic media

### *Interviews*

Learn how to make them effective

### *Interstate*

Combine business travel with media interviews

### *Annual Report*

Combine elements of news with release of your Annual Report

### *Annual Meeting*

Look for news in your AGM addresses

### *Company tours*

Make the media familiar with your operations first hand

### *Crisis*

Have the plan and media responses prepared in advance

### *Key messages*

Be organised in telling your story and make it compelling

### *Opportunities*

Look for genuine opportunities to be in the media rather than gossip columns

### *Electronic media*

Be prepared for TV and radio interviews with expert training

Westbrook Communications is Australia's leading independent financial public relations firm.

Our team comprises senior people with backgrounds in journalism and the investment markets, giving us an edge in advice on communication of business information.

Our years of experience enable us to advise companies on communication with the media, investors and the investment community.

Crucial to this is guidance on the content of what is said and the how and when to maximise its value.

With our input your company can achieve the positioning and recognition it deserves.

Level 1  
17 Castlereagh Street  
Sydney NSW 2000

Telephone 61 2 9231 0922  
Facsimile 61 2 9231 0131  
info@westbrookfin.com.au  
www.westbrookfin.com.au

