



Working with the media

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What is news?

“News is what somebody
somewhere wants to
suppress. All the rest is
advertising.”

Lord Northcliffe



What is news?

- It's immediate – something that has just happened
- It's suspense – waiting for something to happen
- It's conflict – differences of opinion
- It's oddity – the unusual, bizarre, the unexpected
- It affects ME
- It's people

Getting your story noticed

Do

- Make sure it is newsworthy
 - Make the audience care
- Make the first ten words of a press release as effective as possible
 - Avoid fancy language or jargon
- Make it as easy as possible for journalists to do their jobs

Getting your story noticed

Do

- Release in good time
- Use real life case studies to illustrate the problem and build human interest
 - Pick an angle – topical stories

Getting your press release noticed

- Do

- Allow colleagues to check through the release.
- Use images – resist the temptation to have line-up of men in grey suits
 - Pitch to journalists
- Really understand your story
 - Call as early as possible

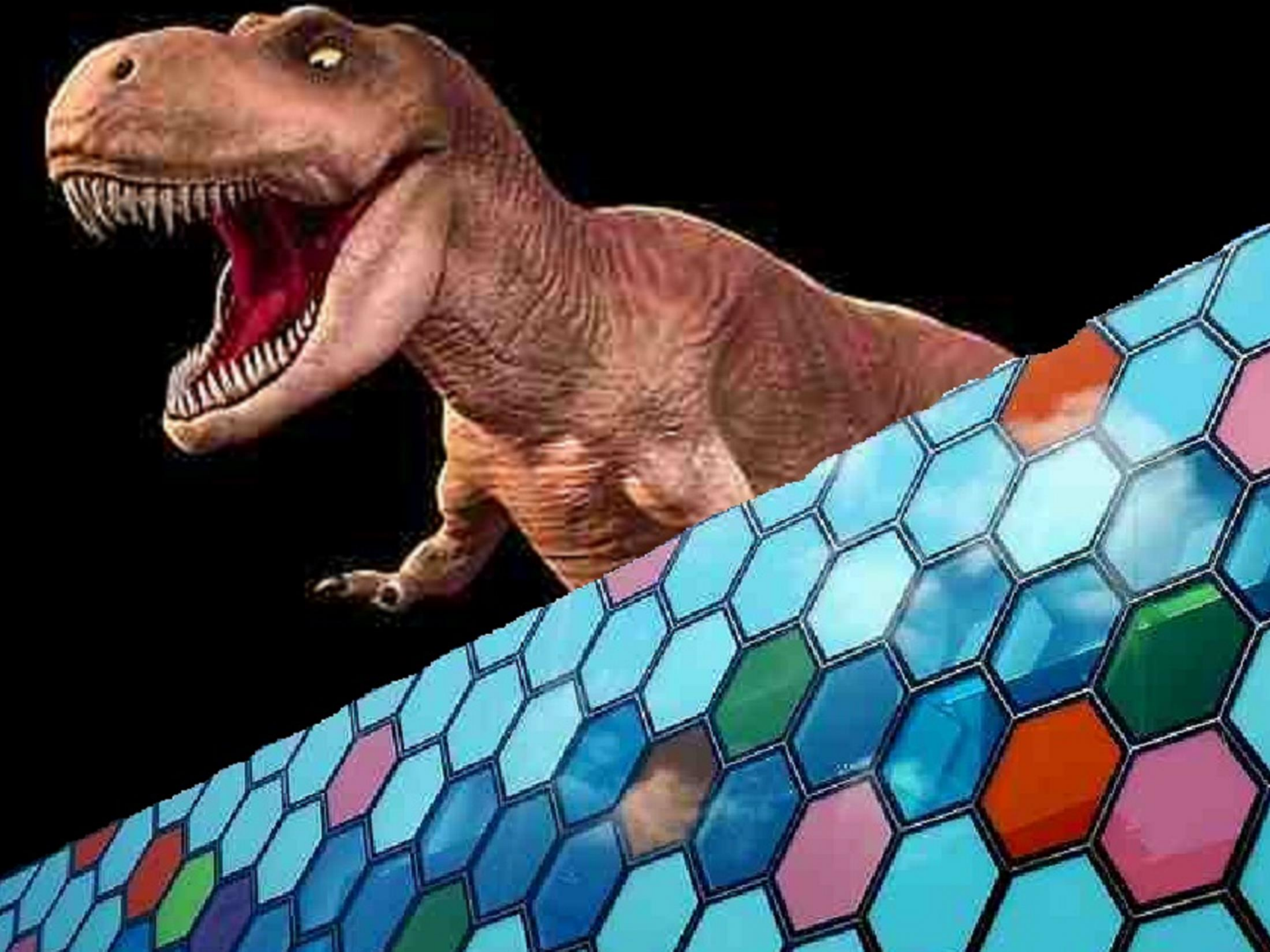
Getting your press release printed

Don't

- Write a press release on a trivial subject
- Start with lead-up material. The reader must know what the story is straight away
- Use boring titles – you need a strong 'hook' to grab attention
- Phone the news editor to ask if he got the release. He will hunt you down and kill you!!!

Handling a *crisis*







Social media posts containing 'Beckham' on 22.9.10



News broke AND volume decayed in a 2 hour window



bp



big problem.



STANIFORTH\



There is no
spin

'SEX PREDATOR' MAX CLIFFORD FACES 6 YEARS



During a crisis

- Do the right thing – then tell people you've done it
- Your priorities are:
 1. People
 2. The Environment
 3. Resources

IN THAT ORDER!!!

During a crisis

- Express:
 1. Concern – BUT saying sorry is not enough
 2. Action – What you are doing about it
 3. Reassurance – perspective, lessons learned

During a crisis

- Assess your risk:
 - How responsible are we?
 - How can this get worse, and how fast?
 - Who will criticise us?
 - How will it affect confidence in us?
 - What other areas could it spill into?

During a crisis

Do

- Have a holding statement until all the facts are in
- Take control – first to speak to the media set the story
- Be accurate – you will be challenged if not
- Assume all the facts are out there

During a crisis

Do

- Broaden out the issue if it is sector-wide
- Mobilise allies to speak on your behalf
- Communicate internally
- Have senior staff briefed and available for interview

During a crisis

Don't...

- ...Just issue a release
- ...Lie, mislead, or blame
- ...Get aggressive
- ...No comment
- ...Play the victim
- ...Just hope it will all go away

After the crisis

- Think ahead – what will be the story one day on, one month on, one year on
- Have a recovery plan and tell people about it
- Media monitoring – how much was positive/negative

Numbers working for you

Activity	Figure
Unique visitors to the University website each year	8.9 million
Number of media enquiries each year	6,000
Number of public enquiries each year	2,000
Number of press releases issued each year	178
Number of attendees at University events per year	8,300
Circulation of <i>Oxford Today</i> (print issue)	165,000
Facebook likes to date	2.1 million
Twitter followers to date	188,000
Number of images in the online image library	7,200
YouTube views to date	3.8 million

News – how we can help you

- Media relations manager for each academic division
- Advice on publicising your news stories
- Daily News Alert
- Media training
- ISDN line for radio interviews

<http://www.ox.ac.uk/public-affairs/media-coverage/media-guidance>

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