

Effectively Communicating Safety & Security Information Through the Mass Media

Presented by:

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Objectives

- Explain why it is important for safety & security professionals to be able to effectively interact with the media –especially in the post 9/11 world
- Describe the various media outlets and their unique characteristics
- Provide a list of media “do’s” and “don’ts”
- Show some “real world” examples – and let you judge if the message got through

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Why Train Safety & Security “Experts” in Media Relations?

- In our current environment, the need for prompt, accurate public health & security information is ACUTE
- Lots of media outlets exist, so the use of guest “bloviators” (“talking heads who can discourse at length in an authoritative manner on nothing”) is mandatory
- Duty to drive out bad information with good
- The ability to appropriately handle media interactions is key to success



Primary Mass Media Formats

- Ranked in order of popularity as reported by consumers of “nonspecific content”
 - Television
 - Internet/Web
 - Radio (drivetime, especially)
 - Newspapers, periodicals
- Each medium has communication problems unique to its mode of absorption

Consider the Time Dimension

- Where were you on 9/11? And where did you go for instant information?
 - TV, web, radio – almost instantly
 - Newspaper – next day
 - Magazine – new week or month
 - Scientific Journal – next year
 - History books – following years

How Do Texans Get Information About “Higher Education?”

- Public opinion survey by Montgomery & Associates for the UT Foundation, Spring 2003—

15 %	Newspapers	28 %	Other people
14 %	Internet	13 %	Personal experience
7.5 %	Television	7 %	Direct from universities
5 %	“Somewhere”	7 %	Other
0.5 %	Radio	3 %	Unresponsive



What is Your GOAL?

- Effective public health messaging should make people safe & secure and make people feel safe & secure.
- Do the first, *then* the second.

What is Your MESSAGE?

- Tell how people (everyone!) can help in the emergency.
- Knowing is better than not knowing
- “We work for YOU”

The Power of the Media

- Instantaneous in delivery
- 24/7 in frequency
- Global in breadth
- Fiercely competitive in action
- Voracious in its appetite for “content”
- Deficient in memory

So, where does “news” come from?

- Breaking news – “*Something just happened ...*”
SARS, Mad Cow Disease, CDC report, Celebrity death
- Trending news – “*This always happens ...*”
Flu season, Fattest City, MS 150, Diabetes Month
- Herding news – “*Somebody else just reported this ...*”
CNN crawler, AP wire, Matt Drudge, WebMD
- “Pitched” news – “*This looks interesting ...*”
Embargoed publication, news release, media advisory,
press conference, phone teaser, blast e-mail

Editors want to see:

“Big” Stories Brought HOME

- Want “content” from “local experts” about safety/security issues
- Shock value is instant, hard facts come slowly
- Worst thing you can do is to say NOTHING
- One-third of managing a media disaster is ACCURATE, TIMELY MESSAGING



What Spurs Media Interest in YOU?

- Proactive – story “pitches”
 - Example – Homeland Defense
- Reactive – breaking news
 - Example – Space Shuttle Columbia
- Cooperative – news on assignment
 - Example – “Disease of the Week”



Questions You Should Always Ask Yourself About Any Media Message

- Who created the message?
- What techniques are used to attract my attention?
- What lifestyles, values, and points of view are presented in or omitted from the message?
- Why was the message sent?
- How might people understand the message differently from me?

Adapted from Jolls and Thoman, Center for Media Literacy, La Jolla, CA



Formal Press Releases or Media Announcements

- An strategic attempt to get media interest
- Positive media coverage can equal millions in advertising—one column inch in the *NY Times* or just 30 sec. on TV = \$900 if paid for)
- What to include:
 - Just the facts; who/what/where/why
 - Less is more, a lot less is a lot more
 - Include basic contact information



TV People are “Different”

- Hate to be second
- Will put it on TV with or without you
- “Data smog” kills them
- Probably will only say it one time
- Absolutely must K-I-S-S
- Think in pictures not numbers
- Need you “*up!*”



PICTURES Tell the Story for TV

- Information: deliver it as a bumper sticker
- Props: devices, tools, demonstrations
- “Average” people: patients, victims, helpers
- Backdrop: good light, movement, colors
- “B” Roll: pre-filmed footage



Timeliness is Everything

- There is no “tomorrow” for the news media.
- Prompt response is critical
 - Avoid academic “dream time”
 - Use good voice mail greeting
 - Wear a pager, turn on your cell phone
- Be a resource to “connect the dots”
- Develop a reputation for reliability—homework



Public Affairs “Flaks”

- Many organizations have media relations policies and Public Affairs units
- May not be able to hide behind the “flak” – a “front” person can send the wrong message on screen
 - Consider a workplace accident with media interest – what is the company hiding?
- Prudent for safety & security professionals to be prepared if called upon



Helpful Hints for Interviews

1. Know when to accept/refuse an interview
2. Anticipate difficult questions, prepare answers
3. If surprised, count to five
4. Be concise—stay “on message”
5. Be honest—the media will catch a lie
6. Admit you don’t know if you don’t
7. Don’t be argumentative or didactic



For TV or Radio: Special interview tips

- Make a buddy of the videographer
- Ask what the first question will be
- Turn negative questions into
POSITIVE STATEMENTS
- Talk in “sound bites”— K-I-S-S
- Be natural—the camera knows a phony
- Check to see if the mic is “Off”



Media NEVER Dos

- Never ask to approve a reporter's story
- Never go "off the record"
- Never mention the reporter's boss
- Never say you'll call back unless you will
- Never say "I hate reporters" or "I never watch TV news" or "We don't take your paper"



Media ALWAYS Dos

- Always ask for a pro's help if it's available
- Always ask yourself: what does my work mean for Uncle Buddy/Aunt Sue?
- Always offer “bullet points” in writing
- Always spell out your name
- Always clearly state your affiliation
- Always *sincerely* thank the reporter



Generic Media Timeline

- Cold call or pitch
- Create “backgrounder”
 - **Always in a rush!**
 - What are the take home points?
- Set up
- Interview
- Edit
- Run

- Let’s see what goes in and what comes out



Example #1

- Breaking news
 - Shuttle Columbia



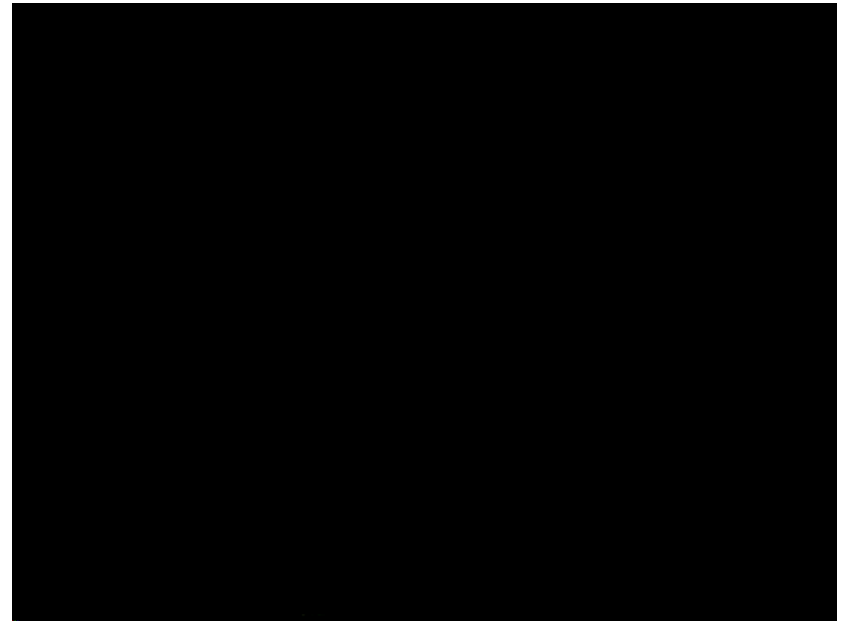
Example #2

- Pitched news
 - Preparing for emergencies at work and home



Example #3

- Herding news
 - Original Wall Street Journal article on sanitation associated with microwave ovens



Summary

- The mass media has become a key venue for the delivery of important public health information, especially in the post 9/11 world
- The likelihood of safety hiding behind the “public affairs flak” has diminished
- A basic understanding of how the media process operates is crucial -- in the world of media there is no tomorrow
- Effective “backgrounders” can greatly facilitate the process for all parties involved
- Anticipate questions – think like a viewer
- Seize the opportunity to get “the right word out”



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