

Training on Marine Safety Investigation

Media handling

Marine Accident Investigation





Knowing

- You can name essential element of communication and restate steps for effective media handling.

Applying

- You can use communication plans in a crisis situation.

Analysing

- You can explain whether a response is good or bad.



1. Introduction
2. The media
3. How to



1. Introduction



Our relation with media's

- Who is on Youtube, Instagram, FB, LinkedIn, Twitter?
- Who used social media to tell he/she is at the course?
- Who did show his ticket on social media?
- Who has the tracker on at his/her phone

Check some info on two or three attendants via FB and LinkedIn

- What could you find?

Introduction



Using social media
(Twitter, FB, LinkedIn)
regularly to keep family
and friends up to date is
what I do regularly

I seldom use social
media(Twitter, FB,
LinkedIn) for updates as
it will hamper my work
as independent
investigator



2. The media



The media plays an important role in satisfying the public's demand for information and holding public services to account.

Speaking to a range of sources can help the media build up an accurate picture of events.



Aim and attitude

- The media want to report the facts of the case to the public.
- The media want answers to their questions and they do not want to wait, speed of reporting is crucial: journalists want to file/broadcast their story as soon as possible and minimal care may be taken in fact-checking.
- Most journalists try to show respect.
- Remember that the media can report on the investigation at any time.
- Media interest and coverage varies from case to case and declines overtime.

The media

Faster than you, especially thanks to social media

2009



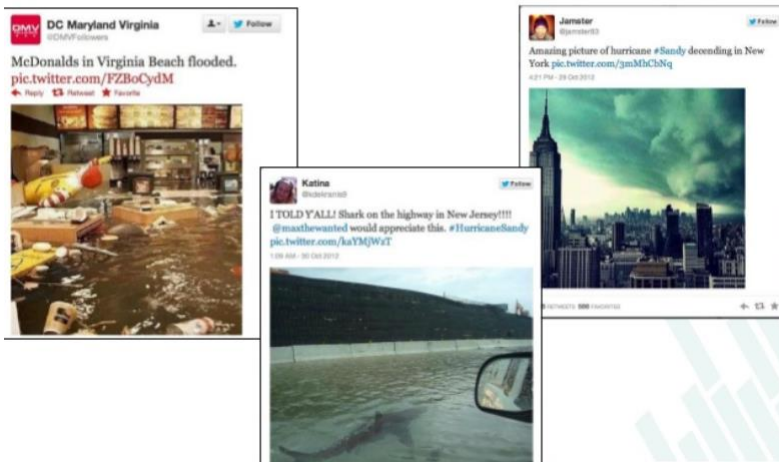
The media's

Pro's and cons

Social media turns a blessing: Avani's missing photo goes viral, and she gets her mother back in 20 minutes

The photo showed the girl holding a lady railway police official's hand.

Hurricane Sandy: Fake Images



3. How to

How to



- Dealing with the media can sometimes be distressing and daunting.
- It is part of your agencies' policies whether or not to speak to journalists.
- If you have a media spokesman/woman, direct the journalists to the appropriate channel(s).



Have a plan in place and official statements drafted

- Who speaks with the media?
- Who owns the crisis?
- What information will be shared?
- How will the information be shared?

Share the plan with the involved parties

You always have a choice - speak to the media or not

- Never speak “off the record”.
- Be cautious about your posts in social media spaces.
- Your privacy may be difficult to guard.





Response

- Be consistent with responses and reply as it was the first interview
- Be honest
- Track everything
- Be friendly and personable
- Be on the same page with executives and others visible on the media



- Tell the truth
- Be consistent
- Stick to known facts – never speculate
- If you don't know, say so
- Be candid and timely
- Repeat yourself as necessary
- Make corrections when faced with a mis-stated fact or questions
- Make info from a public interest viewpoint

Do's

- Seek third party support when needed
- Return calls
- If you promise updates, do it
- Show appropriate concern

Don't



- Lose your calm during difficult or hostile questions
- Speculate, say “I don’t know”
- Place blame
- Try to be clever
- Bluff
- Fill silences – say what you mean to say and nothing more!
- Use humour
- Say “no comment” – say “I don’t know, but we are trying to find out”

Don't



- Discuss injuries or deaths until next of kin have been notified
- Say anything 'off the record'
- Give information you wouldn't want to see in public
- Trickle the story out



When asked for an interview:

- Be open and approachable by phone
- Ask for details of the journalist (name, phone, e-mail etc.)
- Ask for the subject and to be asked questions, context and other persons to be interviewed
- Take your time, don't agree in the moment
- Inform press office
- Let press officer or colleague attend
- Make agreements about review / receiving text before publishing

During the interview



- Never be afraid of journalist, you know more
- Prepare questions and answers with press officer, stick to that story
- Answer questions directions, don't make the journalist about extra information you give
- Take your time explaining things
- Keep messages simple
- Use laymen language
- Admit if you don't know an answer – get back to it later

After the interview



- Inform press office about impressions, content and date of publication
- Send message to thank journalist for their piece
- Try to keep up with positive and / or interesting contacts with journalists (press relations)

Exercise 1



- Watch the interview
- What would your response be if you were Norwegian Cruise line?
- Write down an official response in max. 500 words.
- <https://edition.cnn.com/videos/weather/2018/01/08/man-experience-norwegian-cruise-bomb-cyclone-sot.hln>

Thank you for your attention!



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