

## **THE MEDIA AS A PARTNER OR AN ADVERSARY... YOU CHOOSE?**

Understand the business of telling people the truth, and then you have the choice

### **KNOWN TO SOME**

- Each morning PR Professionals wake up. They know they must talk fast or be left behind.
- Each morning Journalists wake up. They know they must get the story first or be left behind.
- A crisis is more than just appearing in the news for 3 days in a row. CM101 is core business.

### **KNOWN TO MANY OTHERS**

- In the communication age with 53% of value in companies in intangible assets you need a large stock of media good will to both survive and prosper.
- Crises are complex events requiring a stretched capacity. To look past the zone of horror, seize the first-moving advantage through fast and full analysis and then communicate.
- Use a 'truth squad' to monitor the media, corroborate and check. Use employees as 'brand' ambassadors.
- Be aware that perception is often at variance with the truth. You have to gauge it objectively and manage it effectively.
- 'Trust and truth' is the currency of the 21<sup>st</sup> Century. There is a difference between responsibility and liability.
- There is no legal risk in saying sorry and with media as a partner it will present major opportunities.
- Good news stays local, but a crisis anywhere is a crisis everywhere. You can expect to be a story everyday, everywhere so add Google to your Crisis Team.
- Print and TV reporters google to keep up.
- Understand journalists apply a narrow focus of approach to your wide business. In the media world two data points makes a trend. To guide that trend get the media as a partner and not an adversary.

## **TRUSCOTT Crisis Leaders**

15 Kylie Street Wembley Downs Perth Australia 6019

61-8-92045141 office 61-421915441 mobile [www.crisisleaders.com](http://www.crisisleaders.com)

Adelaide Auckland Bangkok Beijing Brunei Brisbane Chennai Dubai Jakarta Kuala Lumpur Manila  
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