



**ARE YOU  
READY**

**IF THE MEDIA  
COME TO**

**YOU?**

**Are you**  
**PREPARED?**

# **2 scenarios:**

**1. Media contact you or your office**

**2. Media 'doorstep' you**

①



# **ARE YOU PREPARED?**

**Who is your media spokesperson?**

**Does everyone know this?**

**Who answers the phone?**

**Do they know what to do?**

**Do you have any prepared statements?**

# Answering the phone

## Do:

Pass on/take details

Ask what it's about

Deadline?

What you say you will

## Don't:

Answer questions

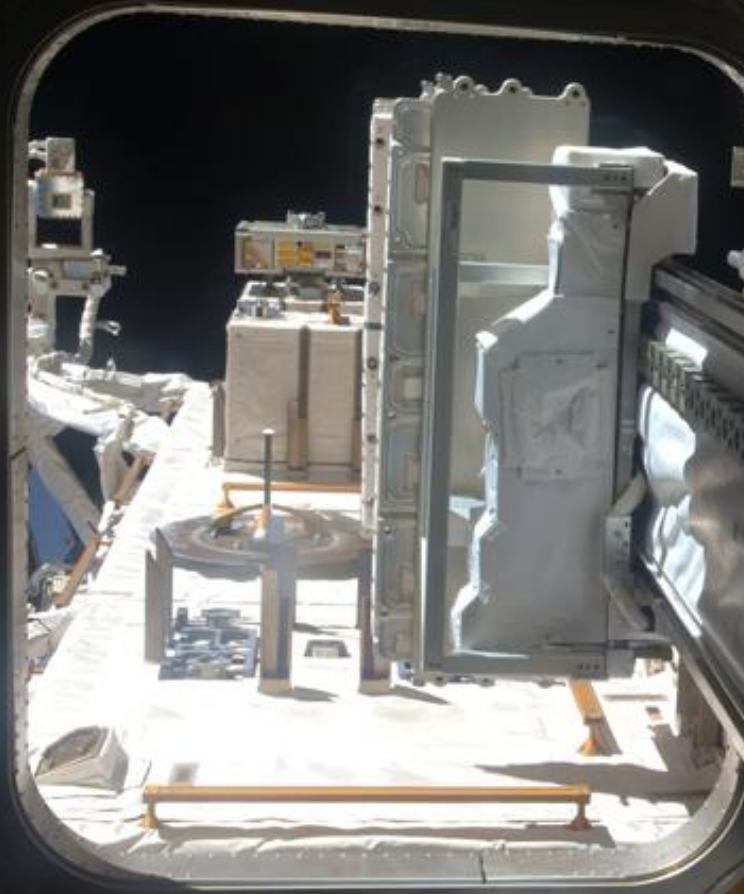
Get angry

Bin the message!

# **CREATE AN AIRLOCK**

**[pause]**

**Buy time**



**Don't:**

NEWS  
3NEWS.CO.NZ

Protect our fun  
**PARTY VOTE**  
Internet  
**MANA** ✓

**PAM CORKERY**

INTERNET MANA PRESS SECRETARY

3 NEWS



②



# **Don't:**

**Run away**

**Fight**

**Be a rabbit**

**“No comment”**

**Over-promise**

# **Do:**

**Stand your ground**

**Be human**

**Be polite**

**Be brief**

**Exit strategy:  
Statement?**

# **Key Questions**

**Is this  
OUR  
issue?**



**No:**

**Wait?**

**Deflect?**

**Redirect?**

**Yes:**

**Are YOU the  
spokesperson?**

**You will be asked:**

**What's happened?**

**Why/how?**

**Who is to blame?**

**What are you going to do about it?**

**Compensation?**

**What's next?**

**ARE  
YOU  
PREPARED?**



# **Plan, plan and... plan some more**

## **Statements on:**

- **Your contracts, processes, systems**
- **The way you communicate**
- **What you do to protect tenants and owners**



**It is  
NOT  
a  
conversation**

**Media enquiry**

**=**

**a chance to get your  
message across**

**TIPS:**

**ABC**

**Be human**

**Always 'on' camera**

**Who is  
watching  
social media?**

**THINK:**

**What's on your feeds?**

**Are you friends with clients  
and tenants?**



**What could possibly  
go  
WRONG?**



**1. You cause a storm**

**Think  
before  
you  
tweet**



# **2. Someone else does**

**Is it us?**

**Respond**

**Be fair & reasonable**

**Don't get dragged down**

**Create a contrast**

**But...**

**There is a limit:**

**“I’m sorry you feel that way”**

**Take it offline**

**Takedowns**

**Trolls:**

**Profanity  
filter**

**Delete**

**Ban**



**In ALL situations:**

**What is your  
message?**

**Be clear, be human**



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