

EOA Annual Conference

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BEST IN CLASS

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 **Capital**
for
Colleagues 
Advice Investment Growth

Media Communications Masterclass

Facilitator: Jamie Pyper, Conscious Business People

Contributors: Martine Croxall, BBC
Simon La Fosse, La Fosse Associates
Graeme Buck, Waitrose
Emma Pearson-Kendall, Fred Marketing

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AGENDA FOR TODAY

- Introductions – and quick audience poll
- Martine Croxall – Working with the Media
- Panellists – Introducing their perspectives
- Q&A / Discussion

WORKING WITH THE MEDIA

- Different content for different media
- Developing media contacts
- Preparing for an interview or recording
- What to expect during and after the interview



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WHAT DO JOURNALISTS WANT?

- Anecdote, emotion, opinion
- Case studies
- Research and surveys
- Success stories



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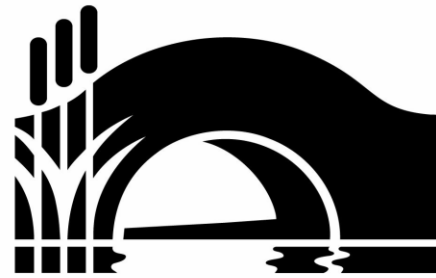
Melton Times

“DOG NARROWLY ESCAPES INJURY”

DIFFERENT MEDIA = DIFFERENT CONTENT

- Newspapers: quotes, photos, logos
- Online: quotes, photos, embedded videos
- Radio: audio interview clips, sound fx, actuality
- TV: in-vision interview clips, stills, video footage, archive

THINK LIKE A PRODUCER



**British
Waterways**

CULTIVATING MEDIA CONTACTS

- Subject specialists
- Editors
- Presenters and columnists
- Ring the desk!



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PREPARING FOR AN INTERVIEW

- Which medium? Purpose?
- Live or recorded and duration?
- Studio, down-the-line, on location?
- 1+1 or 1+2?
- What elements do I need to provide?

DURING THE INTERVIEW

- You will not know the questions in advance!
- Where should you be looking?
- Mention your company and the EOA
- Stay seated

AFTER THE INTERVIEW

- You will not have editorial control!
- Corrections
- Publication or broadcast date
- Clippings and recordings

Questions and Discussions

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Thank you.

Please make your way to the Queens Suite to hear the Keynote speech from Jack Stack.