

# EOA Annual Conference

EMPLOYEE OWNERSHIP  
BEST IN CLASS

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Advice Investment Growth

# Media Communications Masterclass

Facilitator: Michael Slade, MSS Associates

Contributors: Martine Croxall, BBC  
Chrysta Poppitt, Turley  
Paul Wood, West Highland Free Press  
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

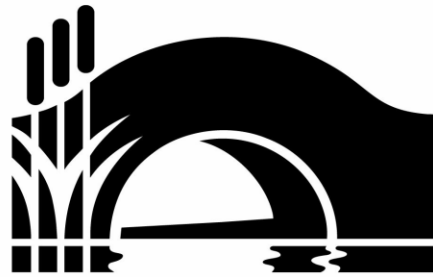
**“DOG NARROWLY ESCAPES INJURY”**



# 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 Discussion

Panel: Martine Croxall, BBC  
Chrysta Poppitt, Turley  
Paul Wood, West Highland Free Press  
Emma Pearson-Kendall, FRED Marketing

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**Thank you.**

Please make your way to the Queens Suite to hear the Keynote speech from Isobel Schofield & Andrew Lane.