

Working with the Media

**WOAH Regional Workshop for Focal Points of Communication in Asia and the Pacific
26 – 28 Nov 2024, Putrajaya, Malaysia**

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World Organisation
for Animal Health
Founded in 1924

中华人民共和国农业农村部

Ministry of Agriculture and Rural Affairs of the People's Republic of China



Australian Government
Department of Agriculture,
Fisheries and Forestry



From
the People of Japan

Would you rather...

Handle an aggressive journalist who knows your field well and asks tough but informed questions?

OR

Deal with a friendly journalist who has no understanding of veterinary issues and might misrepresent technical information?

By the end of today, you'll learn practical approaches for each of these situations.... and more!

We want to avoid these headlines in the news

Zoonotic Disease Spreads Due to Poor Veterinary Controls

**Livestock Industry Loses Millions Due to Poor
Disease Management**

**Veterinary Services Accused of Hiding
Disease Outbreak Data**

Changing Media Landscape

- Shrinking Newsrooms
- Increased Shift Toward Paid and Sponsored Content
- Rising sensationalism and misinformation
- Mixed adaption to the Evolving Media Landscape
- Emerging role of AI in Media Relations

What do they mean for us?

- Organizations need to adapt their media strategies while maintaining credibility and effectively engaging diverse audiences in an increasingly fragmented media landscape.
- Success requires ongoing education, data-driven insights, and strategic planning.

What Media Expect

Expert Commentary & Analysis

- **Clear** interpretation of scientific data
- **Quick** responses to breaking news

Real Impact Stories

- **Human interest** angles connecting animal health to public impact
- **Local/regional implications** of global issues

Data & Research

- Evidence-based **insights**
- Clear, accessible **data visualization**

Crisis Information

- **Timely** updates during animal health emergencies
- **Transparent** communication about challenges



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What Media are NOT INTERESTED in

Technical Content

- Overly technical jargon
- Complex scientific processes without context
- Detailed methodological explanations
- Internal organizational procedures

Generic Content

- Basic organizational updates
- Standard press releases without news value
- General statements without specific insights
- Routine administrative announcements

Recommendations for Your Media Strategy

• Content Strategy

- Develop clear, accessible explanations of complex topics
- Create multimedia content packages with visuals
- Prepare localized versions of global stories
- Build a bank of expert spokespersons

• Relationship Building

- Establish dedicated contact points for key media
- Provide regular background briefings to key journalists
- Develop expertise-based media lists
- Create a rapid response system for media queries

Recommendations for Your Media Strategy

- **Digital Engagement**

- Maintain active social media presence
- Create shareable infographics and visual content
- Develop digital press kits
- Use multimedia storytelling approaches

- **Proactive Communication**

- Regular updates on emerging issues
- Early warning of potential concerns
- Trend analysis and forecasting
- Regular expert commentary on industry developments

Recommendations for Your Media Strategy

• Crisis Preparedness

- Develop crisis communication protocols
- Maintain updated dark sites
- Create pre-approved statement templates
- Establish emergency response teams

• Measurement & Evaluation

- Track message penetration
- Monitor sentiment analysis
- Measure reach and engagement
- Evaluate message pull-through

First things first: Messaging Strategy

- Ensures **consistency** across all communications
- Maintains **focus** during media interactions
- Helps **control** the narrative
- Increases likelihood of **accurate** reporting
- Improves **message retention**
- Strengthens overall communication **impact**
- Provides **unified voice** across departments
- Reduces **risk of contradictory** statements

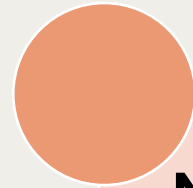
Key Messages



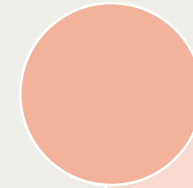
Concise



Relevant



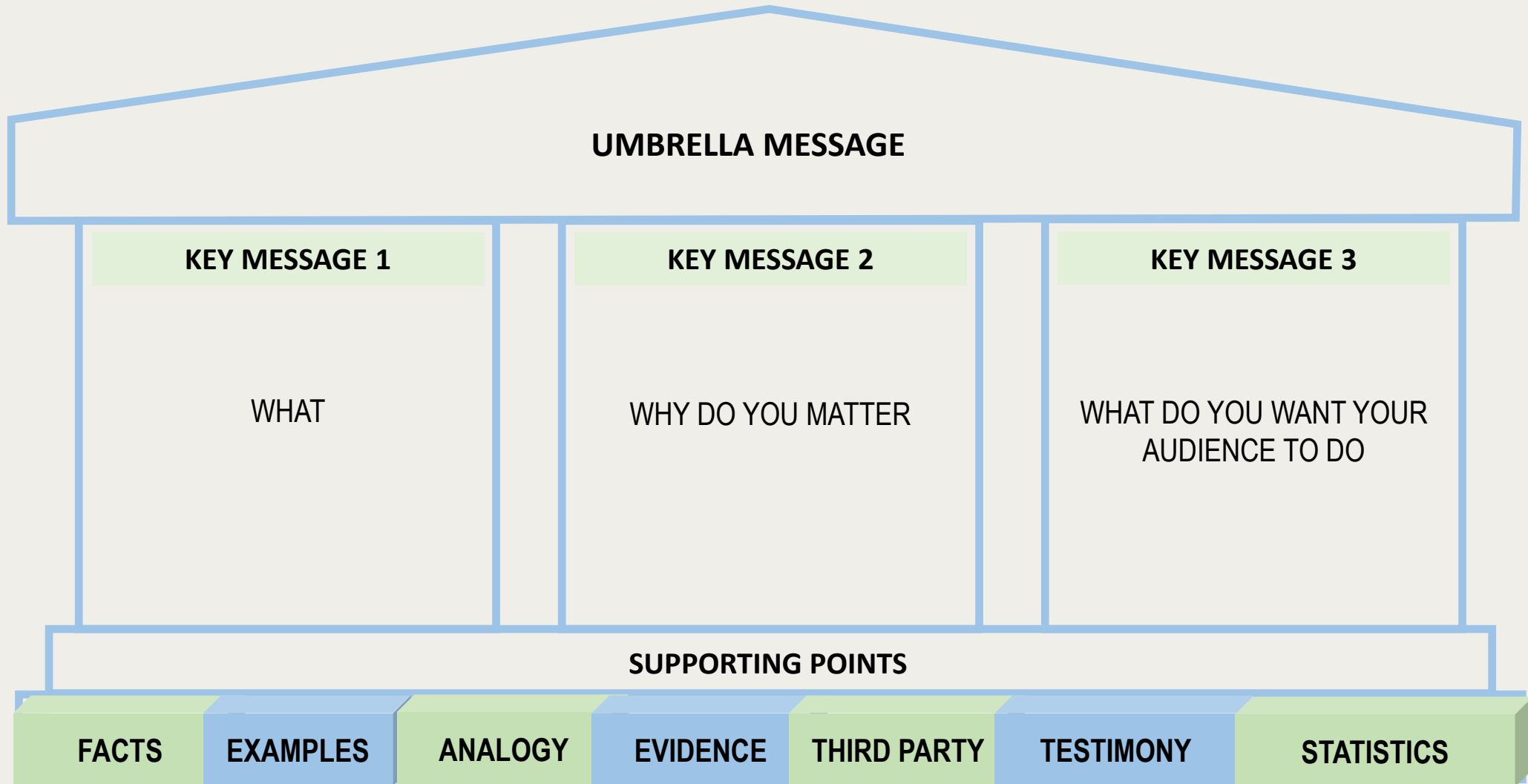
**Not more
than three**



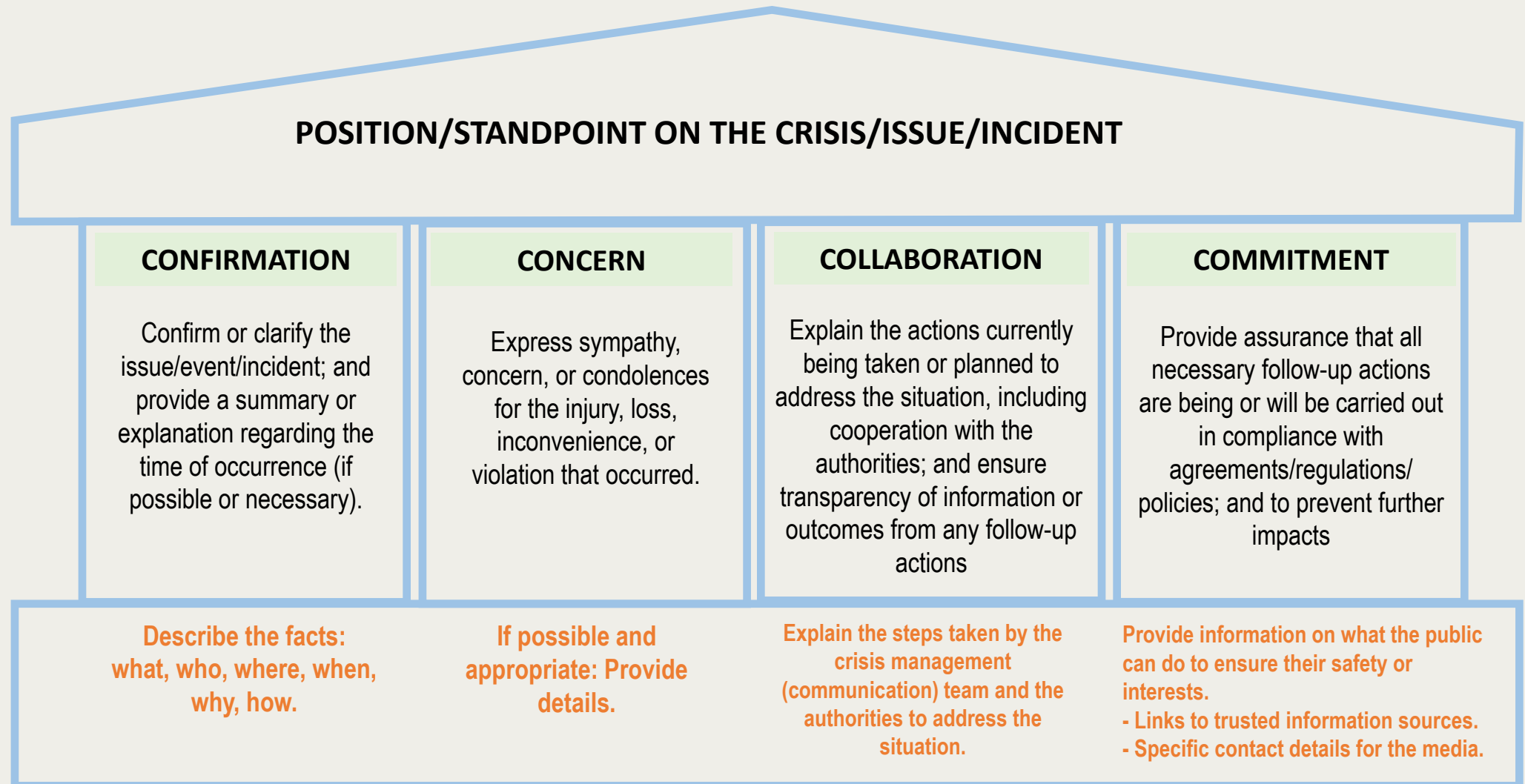
Memorable



Message House: Business as Usual



Message House: Crisis Situation



Using Key Messages

	One-to-One	One-to-Many
Face-to-face	Interviews Meetings	Media Conference Talk Show Seminar
Written	Letters/speeches	Media Release Social Media Content Information on Website

Media Conference: Management

MC or moderator has a crucial role

Introduce the speakers

- Set the boundaries: who + expertise or role

Begin with presentation

Q&A

Closing

Managing doorstepping

- Do not be overwhelmed
- Take your time in responding; buying some time to think of your responses
- If you are not comfortable responding, offer to meet another time

Media Conference: Q&A Session

Set the time from the beginning

Before closing, inform that you have time for 2-3 questions

Answer one by one, provide concise response, straight to the point

Include key messages in each response

Concise and know when to stop

After responding, try to use key messages



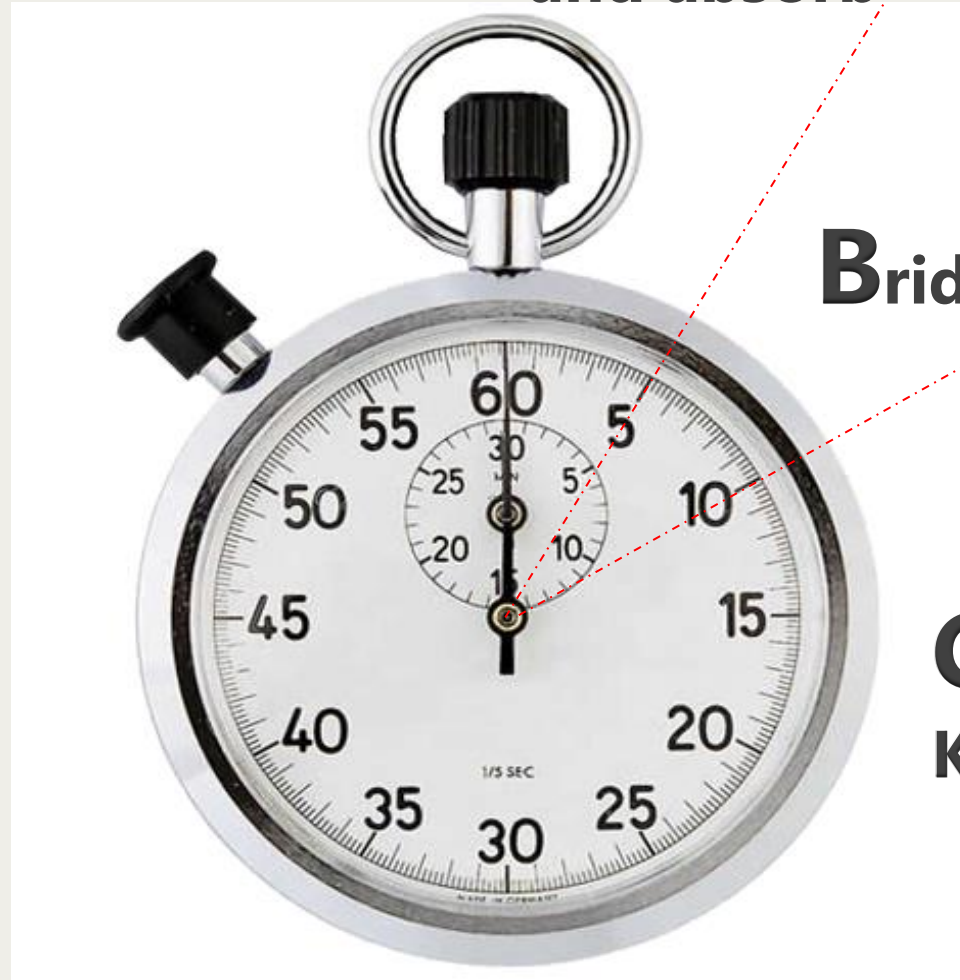


**KEEP
CALM
AND
STAY IN
CONTROL**

1. Spokesperson, not ANSWER PERSON
2. It is your responsibility—not the journalist's—to deliver your message
3. Anticipate tough questions
4. "Concise" is your best friend
5. Remember: You know the topic better than the interviewer

Delivering Key Messages

Acknowledge
and absorb



Bridge

Communicate
Key Messages



Acknowledging Phrases

“That’s a good question...”

“I hear you...”

“I see what you mean...”

“I understand...”

“I appreciate what you’re saying and...”

“ That’s a good point...”

“That’s an interesting perspective...”

Bridging Phrases

The main point is...

I think the key question here is...

It boils down to this...

The really important thing is...

What the audience needs to know is...

The most important issue is...

Let's put this back into perspective...

What really matters here is..

I can't comment on that because...

Legal

Competitively/commercially sensitive

Inappropriate/unethical

Not the right person

Not the right time/confidential

Do not have the information/do not know

But, what I can say is...



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The Seven Sticky Questions

- 01 What if? (Hypothetical)
- 02 100% guarantee
- 03 He said/she said (Missing third party)
- 04 Laundry list (Rapid fire)
- 05 Blatant lie (False, negative premise)
- 06 Leading 'yes' or 'no' question
- 07 The false choice

Never respond to political questions



Tom Brokaw Rules

Yes, **I know** the answer and here it is...



...and allow me to add the key messages

I know the answer but I am not authorized to give you the information...



...but I can give you my key messages

I don't have the information, but I will get back to you...



...in the mean time, allow me to give you my key messages



Thank you



Action on Antibiotic Resistance

<https://www.reactgroup.org>



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