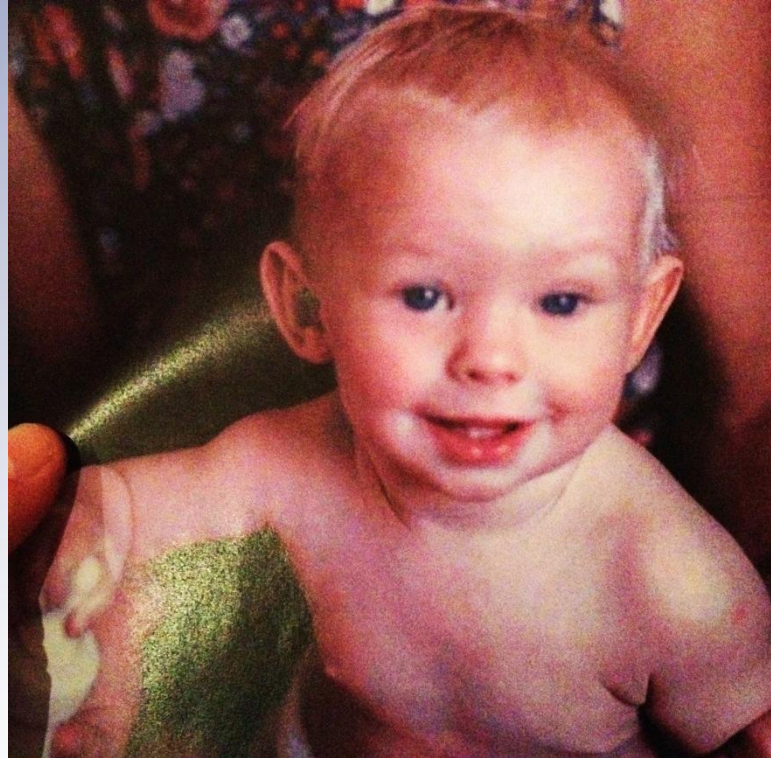


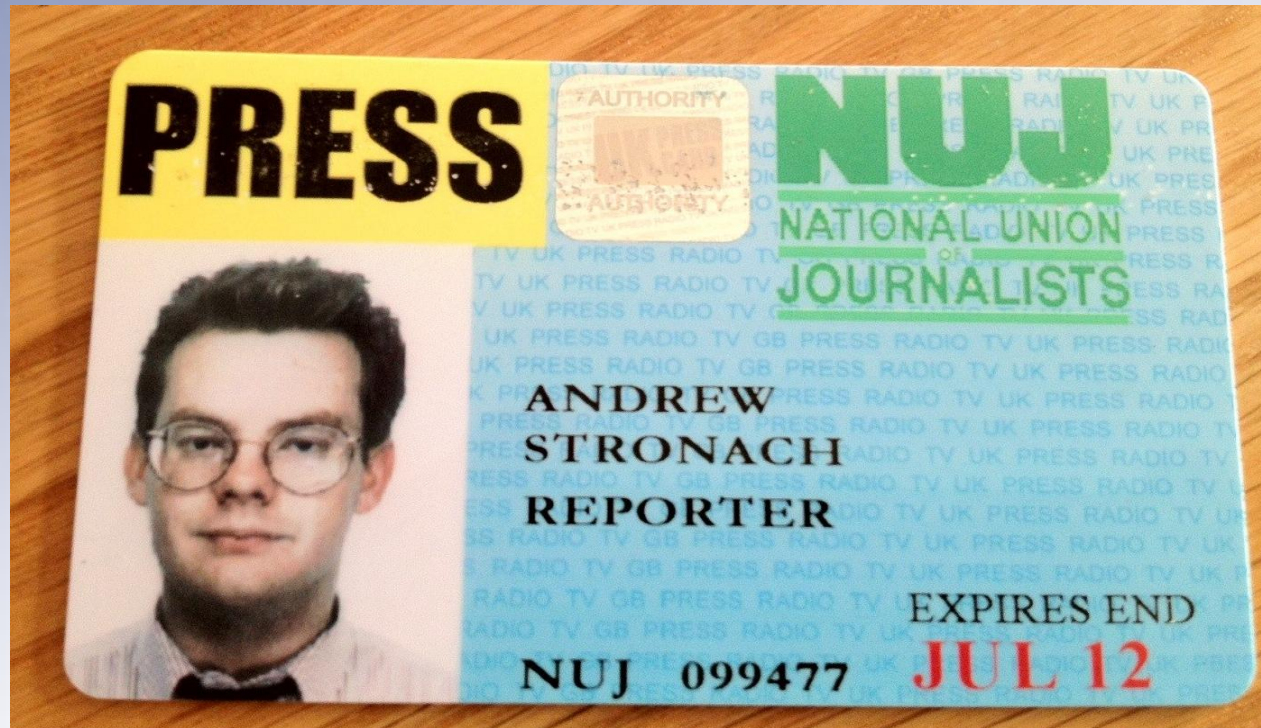
Andrew Stronach  
Regional Communications Officer -  
Eastern

*Working with the Media*  
– *April 2012*

# A little bit about me...



To this...



And worked for these people along the way...



Norfolk and Norwich University Hospitals



NHS Foundation Trust



# Overview

- Media overview
- Developing the message
- Tips for print, radio and TV
- Social Media
- How you can help



# Why do we work with the media?

- Ensure the RCN's voice is consistent and heard through the media
- Publicise RCN initiatives
- Plan media responses to healthcare issues and provide advice and support on media issues to members and staff
- Prepare press releases, letters, statements and briefings
- Carry out research
- Handle enquiries from the media

# What is the media agenda?

- To run a 'good' news story
- To find a new angle for a news story
- To find a local angle for a news story
- To express an editorial view
- To sell newspapers/increase viewing figures

# What makes a 'good' story?

- Original research/report
- Bad news and scandals
- Exclusives (including leaks)
- Local/specialised angle
- Human angle – case studies, spokespeople
- [http://www.rcn.org.uk/newsevents/news/article/eastern\\_stories/concern\\_about\\_cuts\\_in\\_district\\_nursing](http://www.rcn.org.uk/newsevents/news/article/eastern_stories/concern_about_cuts_in_district_nursing)



# How does that work in practice?

- Original research/report
- Bad news and scandals
- Exclusives (including leaks)
- Local/specialised angle
- Human angle – case studies, spokespeople
- <http://www.bbc.co.uk/news/uk-england-16963963>

# What's in it for the media?

- Opinion to illustrate story
- Facts from the experts
- A new angle
- A human interest element
- Possible conflict/controversy

# What's in it for us?

- Opportunity to promote key issues
- Opportunity to protect reputation
- Opportunity to develop relationships
- Opportunity to position as experts
- Opportunity for voice to be heard

# For example -



- In July 2010 we launched our Frontline First campaign which looks at cuts, waste and innovation in the NHS.
- Then in November 2010, we published our first interim report.
- Without publicising this, the nursing experience would not have been heard
- Used nurses to explain what they saw happening

# Nurses could see that the RCN was addressing their concerns



<http://www.bbc.co.uk/news/health-12081128>

# What was the effect of the coverage?

- RCN's reputation increased with the media, which prompted responses from others
- The government issued a response and conducted interviews
- Sir David Nicholson had to respond on behalf of the NHS
- Charities and other health organisations offered their support
- Local NHS organisations had to justify their decisions



# Increasing media interest

- Last year Congress attracted 1,132 articles and interviews
- More than double the number in 2010
- Between January and March 2011 RCN featured in 549 articles and interviews. In 2010, it was 283

# How you can help

- You are the eyes and ears on the ground
- Work with your officers – let them know what's going on in your patch
- Refer journalists to the communications officer
- If you're interested in doing media work for RCN, we can help coach you
- If we're doing member surveys – fill them in

# Telling *your* story...

- Audience
- How is the media reporting on the subject?
- How are partners approaching a story?
- Moving the story along with a new angle/research
- What is the background
- What do the journalists want from you?

# What is your message

- Decide on key messages and stick to it
- Keep it simple – 3 key messages max
- Stay in control

# Print:

- ➡ Stick to your message
- ➡ Don't feel obliged to give additional info
- ➡ Beware of “off the record”
- ➡ Remember your audience – trade, local, nation

# TV & Radio (pre-recorded)

- Only a small portion will be used
- 20 second soundbites
- Incorporate the question (if appropriate!)
- Repetition is fine
- What to wear



# TV & radio (Live)

- Listen to the question
- Stick to the message
- Bridging (Acknowledge – transition – message)
- Don't let words be put in your mouth!

# Preparing for an interview

- Liaise with the regional comms officer
- Let your employer know
- You always wear an RCN hat
- What's the agenda?
- Say what you want to say and take control
- Don't use jargon
- Nothing is off the record!

# Social Media

- The newest form of communication for the RCN.
- Has proved popular, with more than 14,000 fans on Facebook and over 12,000 followers on Twitter.
- It is a real-time, constantly moving form of communication, requiring equally flexible reactions.

# How to get in touch

- Based at the regional office in Bury St Edmunds two days a week
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- Mobile: 07825 924644
- Twitter: @aistronach

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