Today’s presentation

• Love em or loathe em they have a legitimate role
• The media environment in Christchurch
• Our media approach
• One simple process for you
How we must view them

We can’t take it personally

We have to respect their role in a democratic society

We have to expect they will dig to find more than what appears on the surface

They will act on rumours and leaks
How they see themselves

The guardians of the truth

Avenging angels championing on behalf of the little man

On the side of good
How they see EQC
How they like to tell a story

Easy to paint EQC as a villain

Hard luck stories

Poor Christchurch residents battling evil Wellington bureaucracy
What we have been getting

Playing the ball not the man

Dirty tactics

Reliance on rumour and leaks

Not questioning the self-interest of informants

Allowing leakers to be protected by anonymity

Using emotive language like beleaguered and bungled and nepotism
The role of the journalist remains to inform, to enlighten and to explain, in a world which often seems confusing and contradictory.

Public thirst for news is unquenchable

The Press editor is going to continue using the style because it is generating lots of comments and letters and tip offs
Accentuate the positive

- Eighty per cent of Canterbury’s earthquake-damaged homes in the Government-managed repair programme will be fixed within three years, the Earthquake Commission (EQC) will announce today.
Putting EQC’s story as positively as possible

Providing factual information to the media

Acting as a liaison between EQC and reporters

Calling the news media to account
Putting EQC’s story as positively as possible

Providing factual information to the media

Acting as a liaison between EQC and reporters

Calling the news media to account
Media process

If you are approached by a reporter in person or by phone:

Tell them you are not authorised to speak.

Refer them to the Media Manager.
EQC spokespeople

- Senior managers
  - Board chairman
  - Chief Executive
  - General Managers
  - Operational Managers
  - Communications team
Summary

• Refer any reporter who approaches you to the EQC media team
• Contact the media team if you are aware of reporters snooping around
• Loose lips sink ships
• Let us know of any positive stories
QUESTIONS?