

SS

TVNZ
our nation. our voice.

EQC

CTV
CANTERBURY TELEVISION

newsstalk.
100-108 FM
Different Nation - Different Station

**AND
THE MEDIA**

Debbie Barber
GM Communications

THE PRESS

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





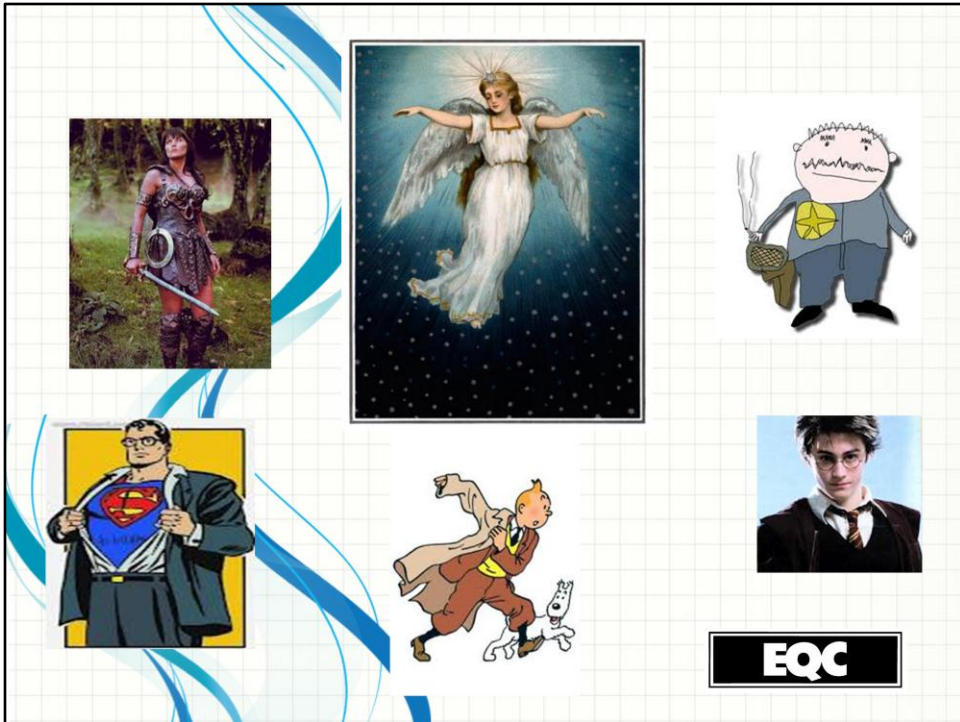
How we must view them

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

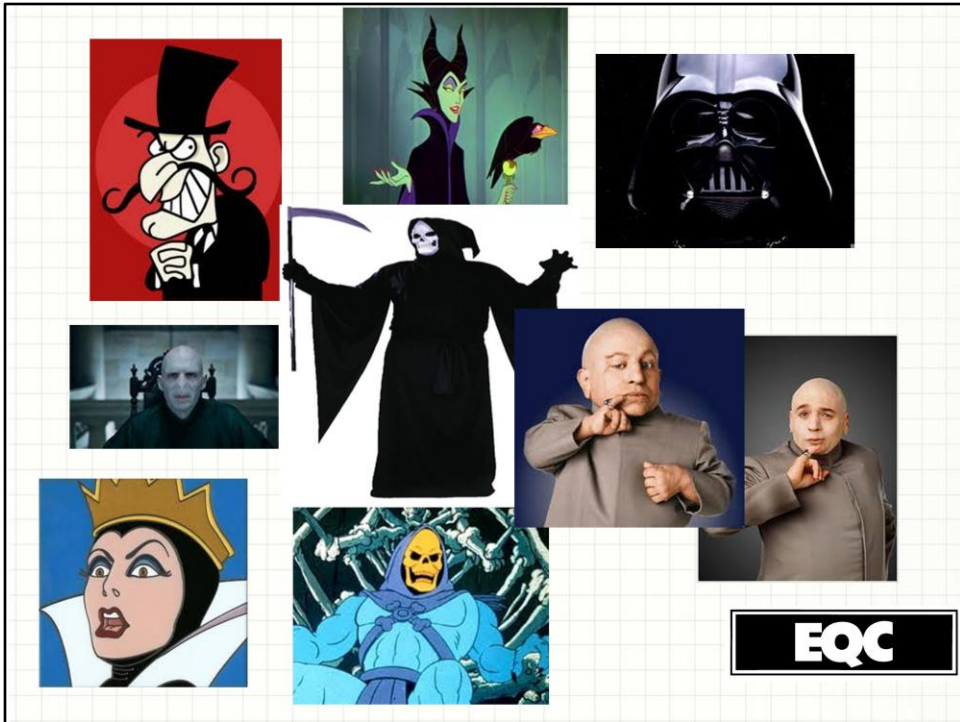
The guardians of the truth

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

Cantabrians employed as Earthquake Commission assessors say money would be wasted if the commission hires workers from outside the region when it downscales next year.

A Christchurch couple told four months ago that their house had "miraculously" withstood the Canterbury earthquakes are astounded to learn assessors missed damage that may lead to its demolition.

EQC withheld dangerous, 'deadly' info

The Earthquake Commission has spent \$138 million on wages since the September 4 earthquake.

The Earthquake Commission is reviewing its hiring practices after revelations that relatives of senior staff had been given jobs as assessors in Christchurch.

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

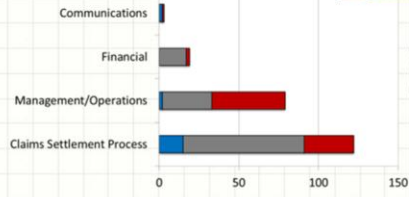


Themes

Satisfied Customers Tell Three Friends,
Angry Customers Tell 3,000

PETE BLACKSHAW

Running a Business in Today's Consumer-Driven World



■ Positive
■ Balanced
■ Negative




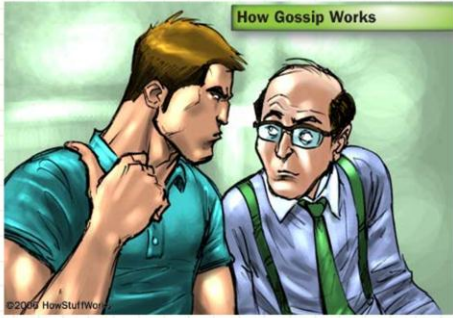

Accentuate the positive



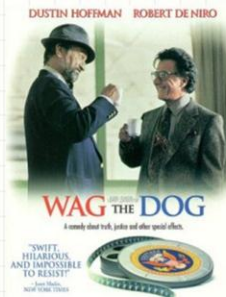
- Eighty per cent of Canterbury's earthquake-damaged homes in the Government-managed repair programme will be fixed within three years, the Earthquake Commission (EQC) will announce today.



Social media



EQC Communications



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

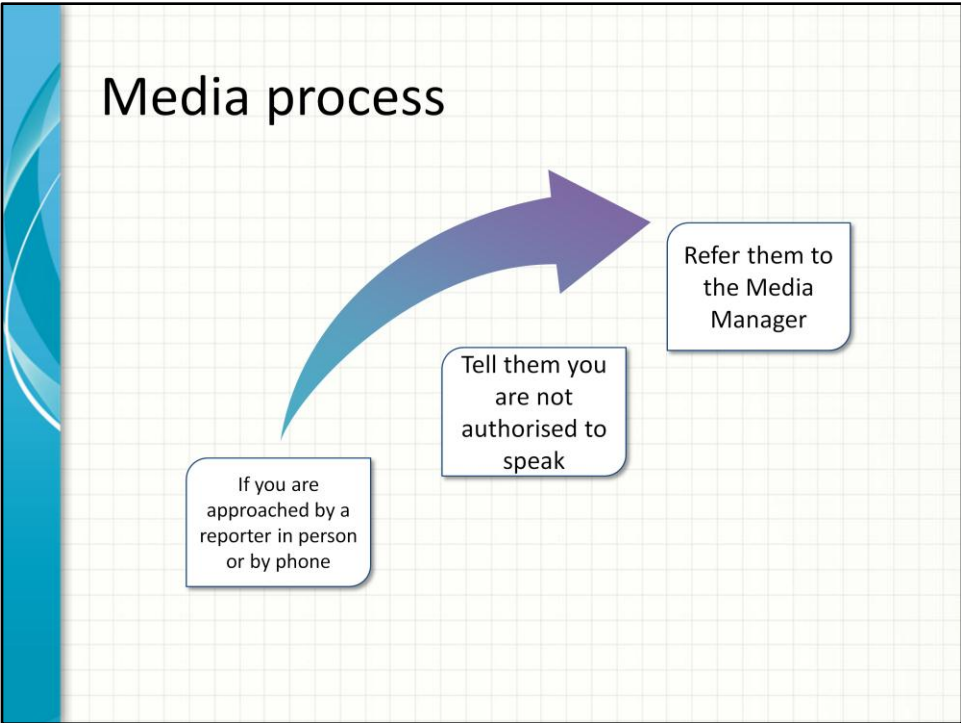


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EQC spokespeople

- 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

