



CICR

Media Management in the field

ICRC in Iraq ANNUAL COMMUNICATION MEETING - ERBIL, 28th February - 3rd March 2016



CICR

Overview

- Objectives
- Preparing for the field
- Media Presence – what to do
- What to say and what not to say
- The ABC Technique to answer difficult questions



CICR

Objectives

- Manage media presence in the field
- Learn a simple technique to answer questions
- Practice Media Interviews



CICR

Preparing for the field - tools

- Preparation is key, you have the information, you are in a more powerful position, you steer the conversation
- Tools
 - ▶ Read the media monitoring report, everyday, first thing when you receive it, read local news
 - ▶ Know your facts and figures (Iraq, local)
 - ▶ Read the Activity Report
 - ▶ Rely on your IHL understanding
 - ▶ Know the details of the field trip



CICR

Preparing for the field - image

- Dress properly
 - ▶ Solid color shirt, no stripes, no Lacoste, no branded wear
 - ▶ Remove sunglasses when in the field
 - ▶ Wear your apron or badge properly
 - ▶ Always act as if you were live on TV



CICR

Media presence – what to do

- Approach them and introduce yourself
- Ask for their business card/contact details, which media outlet, etc.
- Offer information about the current activity
- Offer to give an interview, propose what you can talk about (details about the needs of people and ICRC response)
- Email the Media Relations delegate and CC ComCo – include details and contacts
- Don't ask them to not filming/photographing – we have no right



CICR

What to say/not to say

- DO talk about the activity, why are we here
- DO NOT engage in giving your opinion
- NEUTRALITY NEUTRALITY NEUTRALITY
- DO NOT enter into debates/talk about sensitive topics “sorry, I am not authorized”



CICR

ABC Technique

- **A**cknowledge
- **B**ridge
- **C**ontinue