

A Specialist 1-Day Workshop for:  
CEO's, Board of Directors and Senior Management Teams!

# Handling The News Media

28 January 2010 \* Eastin Hotel, P.Jaya

Led by

**S W Chan**

*Media Consultant/Trainer*

*Former Senior Reporter and Editor of Newspaper and TV News*

“Journalists can put words into your mouth and make you say what they want you to say. They can also get you to say what you don't want to say. Often, when you think you have been misquoted by the media, you don't realise that you might have fallen victim to the tricky ways of journalists in asking questions.

Here, we will show you how to recognise these tricky interview techniques used by senior journalists to get sensational news angles to write their stories. We will tell you how to beat these techniques, and how to prevent journalists from sensationalising what you say at your press conferences.

The press is indisputably powerful in molding public opinions and it has the unfair advantage over you. The press decides what events or issues to cover, how to cover, what to write and what to put in the news. Journalists can even dictate the direction of a news story or a controversy by just asking questions.

However, you can turn the power of the media to your advantage if you are media savvy...if you know how the press works...how reporters and editors think and operate...and if you know their 'tricks of the trade'.

Sun Tzu said in his 'Art of War', to fight the enemy you need to know the enemy. I would say in my 'art of media handling', to handle the press, you need to know the press.”

– **S W Chan**

### *The TRAINING...*

**ENGAGE THE MEDIA!** Don't keep your distance from them. Make journalists your friends. It is to your advantage to establish a good relationship with the news media. In good times when you need publicity for your company, or in bad times when you or your company are embroiled in a controversy, your relationship with the media can be of much help to you. It is relatively easier for people like CEOs, MDs, government leaders, senior officers and politicians to cultivate friendship with journalists because they are important sources of news. Journalists regard them as major 'newsmakers'.

Hence, this training programme has been specifically structured for the senior management people to equip themselves with media skills to communicate with the press as well as handle the media in any crisis without saying the wrong things.

This Programme will guide you on:

- **HOW TO BE IN CONTROL** of your press conferences and interviews
- **HOW TO MANAGE** the media confidently in crisis situations
- **HOW TO PREVENT** the media from turning situations into issues or controversies
- **HOW TO HANDLE** media interviews skillfully to your advantage

This highly-specialised media programme has been developed by former senior journalist S W Chan based on his two sets of complementary experiences: his long years of experience in dealing with corporate people, government officers and politicians as a journalist while in the press, and his later years of experience in dealing with the press as a PR/media consultant after quitting the press.

The training is conducted in an interactive manner with lots of discussion on actual corporate and governmental issues that have been reported in the media. Journalistic 'tricks of the trade' and tricky interview techniques will also be discussed.

### *The TRAINER...*

**S W CHAN**, a Media Consultant/Trainer, knows the workings of the news media inside out.

Having been a reporter and an editor in both newspaper and TV journalism for 18 years, he knows exactly how journalists think and operate in covering general and corporate news. He knows how they react to issues and he knows how they deal with crises and controversies.

Chan started his journalistic career in the early 80s. He held positions of Senior Writer/Reporter, Correspondent and Sub-Editor in **The Star**; Senior Editor in **The Sun**; and Managing Editor, News, in **ntv7**.

He was a pioneer editor in **The Sun** as well as **ntv7** where he helped to set up the newspaper in 1993 and the TV station's News Department in 1998 respectively.

Since leaving journalism, he has been training corporate executives (including CEOs/MDs), government officers and politicians in handling the news media. Chan is also (since 2003) an external media-training consultant to Shell Malaysia.

What makes him a competent trainer is his ability to relate his in-depth knowledge of the press to the media needs of the corporate and government sectors.

*The PROGRAMME...*

## **MODULE 1**

### **Gaining an Insight into the Workings of the News Media**

What is news? To journalists the world over, “bad news is good news, good news is no news”. But you don’t have to worry about this preoccupation of journalists in their pursuit of news if you know how the press works. You can actually influence them into writing a positive piece of news from something that is potentially negative to you.

This module and the subsequent ones will give you a real insight into the journalists’ way of thinking and operating in covering news. Among the things you will also find out are: who give the orders in a newsroom; who the actual decision-makers are; and how major editorial decisions are made.

## **MODULE 2**

### **Taking Charge of your Press Conferences**

It is crucial that you take control of your press conferences if you do not wish to be led by the nose during the Q&A sessions. Here, we will show you how you can gain control in a press conference or interview.

Other pertinent questions will be dealt with, such as how to stop reporters from asking about sensitive or unrelated issues during your press conferences. Where to sit in a press conference to avoid embarrassment and how to win over reporters at a press conference will also be discussed.

## **MODULE 3**

### **Managing the Media in a Crisis**

**DO NOT MISS THIS MODULE** in crisis management! It guides you on how to use the most effective methods in responding to the media when bombarded with reporters’ questions during a crisis or controversy.

You will also be shown how to prevent reporters from sensationalising what you say at your press conferences.

Among other things to be highlighted is why “No Comment” can be a disastrous comment. Keeping quiet, avoiding the press or delaying response is not an option either as it can prove fatal to your organisation’s or your own reputation.

Another interesting point you will note here is the media’s behavioural pattern in covering a crisis or controversy. Being aware of this pattern can help prevent your organisation from being inadvertently dragged into the crisis.

## **MODULE 4**

### **Preventing a Product or Corporate Crisis**

**MISMANAGING** an issue and saying the wrong things to the press can turn the issue into a controversy, which in turn may plunge into a crisis.

So, what should you say or not say to the media in order to nip the issue in the bud? And when should you speak up and when should you keep your silence? These are some of the crucial questions we will be dealing with.

## **MODULE 5**

### **Handling Media Interviews**

How well you handle a media interview depends a lot on how media savvy you are. Here, you will be guided on how to handle the various types of media interview and be alerted on when to expect the unexpected.

The worst is being caught off-guard when confronted by the press in front of TV cameras at functions. Many just go blank before the TV cameras in such a situation. You will be shown how to avoid being cornered by reporters into saying things you may regret later.

We will also show you how to overcome journalists' statement-cum-question tactic and how to evade difficult or sensitive questions during media interviews.

#### *The PARTICIPANTS...*

Following are some of the companies or organisations which have participated in S W Chan's public or in-house media-training programmes:

#### **Public-Listed**

- Axis REIT \* DRB-Hicom \* Gamuda \* IOI Corporation \* KUB Malaysia\* Lafarge Mal Cement
- Malaysia Airports \* Maxis Communications \* Mulpha International \* Puncak Niaga
- Scomi Group \* Sunrise \* S P Setia \* Sunway Group \* Telekom Malaysia \* Tenaga Nasional
- Top Glove Corp \* UEM World

#### **Financial**

- AmBank Group \* Bumiputra Commerce \* EON Bank \* HSBC \* Maybank \* Public Bank
- Standard Chartered \* UOB

#### **Oil & Gas & Petrol Chems**

- BP Chemicals Malaysia \* BASF Petronas Chem \* Bumi Armada \* ExxonMobil
- Kertih Terminals \* Petronas \* SapuraCrest Petroleum \* Shell Malaysia & Titan Chemicals

#### **Governmental**

- Bank Negara \* Dewan Bandaraya KL \* Iskandar Malaysia \* Kastam Diraja Malaysia
- KLSE & MESDAQ \* M'sian Comms & Multi-media Commission \* Perbadanan Putrajaya

#### **Others**

- Celcom \* CIMB Aviva \* Du Pont Malaysia \* Intel Technology \* Monash University
- Penang Seagate \* Philip Morris \* Prudential Assurance \* Siemens Malaysia \* U Mobile

## PROGRAM DETAILS

# Handling The **News Media**

28 January 2010 \* Eastin Hotel, P.Jaya \* 9.00am – 5.30pm

## YOUR INVESTMENT

RM1,190 per person. Fee is inclusive of:  
Program Manual, Lunch & Refreshments and Certificate of Attendance

## EARLY-BIRD RATE

Take 10% OFF the fee! Register and pay before 28 December 2009

## GROUP INCENTIVE

10% OFF for 3 or more from the same company.

*Note: Discount Offered for Early Bird & Group Incentive is on "Either-Or" Basis only.*

## Team Attendance Highly Recommended

This is to facilitate successful implementation of the knowledge acquired from the program.

## Reservation

Reservations can be made by telephone, fax or by e-mail. Registration is confirmed on receipt of registration form and payment cleared before program date. If unable to do so due to government policy or company procedure, please advise late payment in writing.

## Cancellation Policy

Full refund for written notice received 2 weeks before program. No refunds after commencement of program. Substitutions are allowed.

## HRD Council: SBL Scheme

RAYMA is an Approved Training Provider with HRDC. This seminar-workshop is claimable under HRDF. Kindly apply through your HR Department.

**REGISTRATION FORM – FAX TO 03-7723 2599**

YES! Please register the following participants for the workshop:

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28 January 2010 ■ 9.00am – 5.30pm ■ Eastin Hotel, P.Jaya

**Important Note: Payments must be made together with your registration / prior to the event date.**

<b>Name 1:</b>					
Position:					
DL / Mobile:		E-mail:			
<b>Name 2:</b>					
Position:					
DL / Mobile:		E-mail:			
<b>Name 3:</b>					
Position:					
DL / Mobile:		E-mail:			
<b>Company:</b>					
Address:					
Tel:		Fax:		E-mail:	
<b>Contact Person:</b>					
Position:					
DL / Mobile:		E-mail:			

**PAYMENT METHOD**

<input type="checkbox"/> <b>By Bank Transfer</b>		<input type="checkbox"/> <b>By Cheque</b>	
Remit payment at any Public Bank branch		Cheque # :	
• A/C Name: RAYMA Sdn Bhd		Amount :	
• A/C Number: 3081577110		made payable to RAYMA Sdn. Bhd.	
Fax us the bank-in slip with this registration form at		Fax this registration form then send with payment	
<b>(03) 7723 2599</b>		to <b>RAYMA Sdn Bhd (155878W)</b>	
		<b>Unit S2, 2<sup>nd</sup> Floor,</b>	
		<b>Centre Point, Bandar Utama</b>	
		<b>47800 Petaling Jaya</b>	
		<b>Selangor D.E. Malaysia</b>	
Rayma Mobile: 016-363 4922 / 012-408 0030		Tel: (03) 7723 2600 Fax: (03) 7723 2599	