MEDIA PRESENTATION

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22 November 2012



Ref: Media Presentation-Nov22

What is media relations

Media relations involves working with various <u>media</u> for the purpose of informing the public of an organization's mission, policies and practices in a positive, consistent and credible manner. Typically, this means coordinating directly with the people responsible for producing the <u>news</u> and features in the <u>mass media</u>.

The goal of media relations is to maximize positive coverage in the mass media without paying for it directly through advertising

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Five 'Ws' and that's it!

- Who: The subject of the story. The subject your organization, a coalition, a person, an event or activity
- What: The news that the media must know about.
- Where: Be specific about the location
- When: The date, day of the week, and specific time must be clear
- **Why:** Why this story or event is significant. The reason for your press release should be compelling.



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Press Conferences

Press conferences should be organized for two reasons and two reasons only:

- information you want to communicate is so complex that a dialogue is required to clarify it;
- and you intentionally want to dramatize your news announcement



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SUMMARY OF MEDIA COVERAGE (July – Sept 2012)

Summary	Print		Broadcast		Online
Issues	Articles (No)	Adspend (R)	Inserts (No)	Adspend (R)	Inser <mark>ts (No)</mark>
Analysis	7	34 595	13	385 452	1
Forecast	46	188 714	63	3 253 958	110
Human Resources	-	-	-		2
Legislation	5	32 719	-	-	6
Mention	5	18 944	-	-	36
Phenomena	74	1 770 214	32	1 236 538	53
Profile	-	-	1	168 000	-
Research	1	1 620	1	-	-
Social responsibility		-	1	43 800	-
Warning	10	117 082	23	459 426	52
Grand Total	148	2 163 888	134	5 547 174	260

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Social Media



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The best way I can define social media is to break it down. Media is an instrument on communication, like a newspaper or a radio, so social media would be a social instrument of communication. Best example of social media is *Twitter*

- Social Bookmarking. (<u>Del.icio.us</u>, <u>Blinklist</u>, <u>Simpy</u>) Interact by tagging websites and searching through websites bookmarked by other people.
- Social News. (Digg, Propeller, Reddit) Interact by voting for articles and commenting on them.
- Social Networking. (Facebook, Hi5, Last.FM) Interact by adding friends, commenting on profiles, joining groups and having discussions.
- Social Photo and Video Sharing. (<u>YouTube</u>, <u>Flickr</u>) Interact by sharing photos or videos and commenting on user submissions.
- Wikis. (Wikipedia, Wikia) Interact by adding articles and editing existing South African Weather Service articles.

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SA Weather Service

@SAWeatherServic

The authoritative voice of weather and climate forecasting in SA, member of the WMO and ISO 9001:2008 certified organisation.

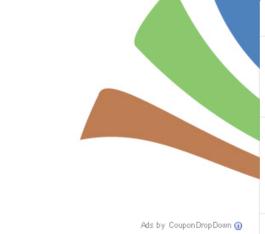
South Africa - http://www.weathersa.co.za

Edit your profile

4,256 TWEETS

102 FOLLOWING

5,391 FOLLOWERS



Tweets

SA Weather Service @SAWeatherServic

South African AD WRNG 1 FACT valid (21 Nov 2012): Surface wind speed exceeding 25kt at times from 1200Z to 1800Z

Expand



SA Weather Service @SAWeatherServic

10m

9m

South African WARNING: Severe thunderstorm with possible hail and strong damaging wind obs around Lochiel, moving E towards Mbabane (Swaziland).

Expand



SA Weather Service @SAWeatherServic

33m

FAJS AD WRNG 1 211200/211500 - EXPECT THUNDERSTORMS WITH RAIN MOVING FROM WESTERN VICINITY EASTWARDS Expand



SA Weather Service @SAWeatherServic

South African WARNING: VERY ROUGH SEAS - wave heights exceeding 4m expected between Columbine and Plettenberg Bay today, subsiding tomorrow afternoon.

Expand



SA Weather Service @SAWeatherServic

53m

south African Warning: Severe TS with possibility of hail and damaging winds



Tweets

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Be so interesting that people believe they can't do without you



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Media can make or break you!

- No-one was born with media skills
- Don't treat media like your everyday job
- Never underestimate the journalist
- Never show the journalist you are intimidated
- Its ok not to know!
- Never lie!
- Be available all the time!



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