

Module: Handling Management for News Media

Overview

Effectively managing news media during an accident investigation is crucial for maintaining public trust and ensuring accurate information dissemination. Different audiences, including the general public, stakeholders, and regulatory bodies, require tailored communication strategies.

A common strategy involves preparing clear, concise messaging to address concerns and provide updates. Press conferences serve as formal platforms to convey critical information, where spokespersons should focus on transparency and empathy.

It is essential to engage with the media by answering questions thoughtfully and accurately. During interviews, staying on message while addressing key points can help control the narrative and prevent misinformation.

Building relationships with journalists fosters a cooperative atmosphere, enabling more accurate reporting and understanding of the investigation's complexities. Overall, effective media management is vital for conveying the organization's commitment to safety and accountability while navigating the sensitive nature of accident situations.

Programme Code M_NM

Programme Outline

- Audiences
- Media from news
- Common strategy
- Press conference
- What to say
- Engage in an interview

Programme Class Classroom face-to-face

Contact Hours 4 hours

Certificate Certificate of Completion