



# EMPOWERING LEADERS

2024 UNA  
LABOUR SCHOOL

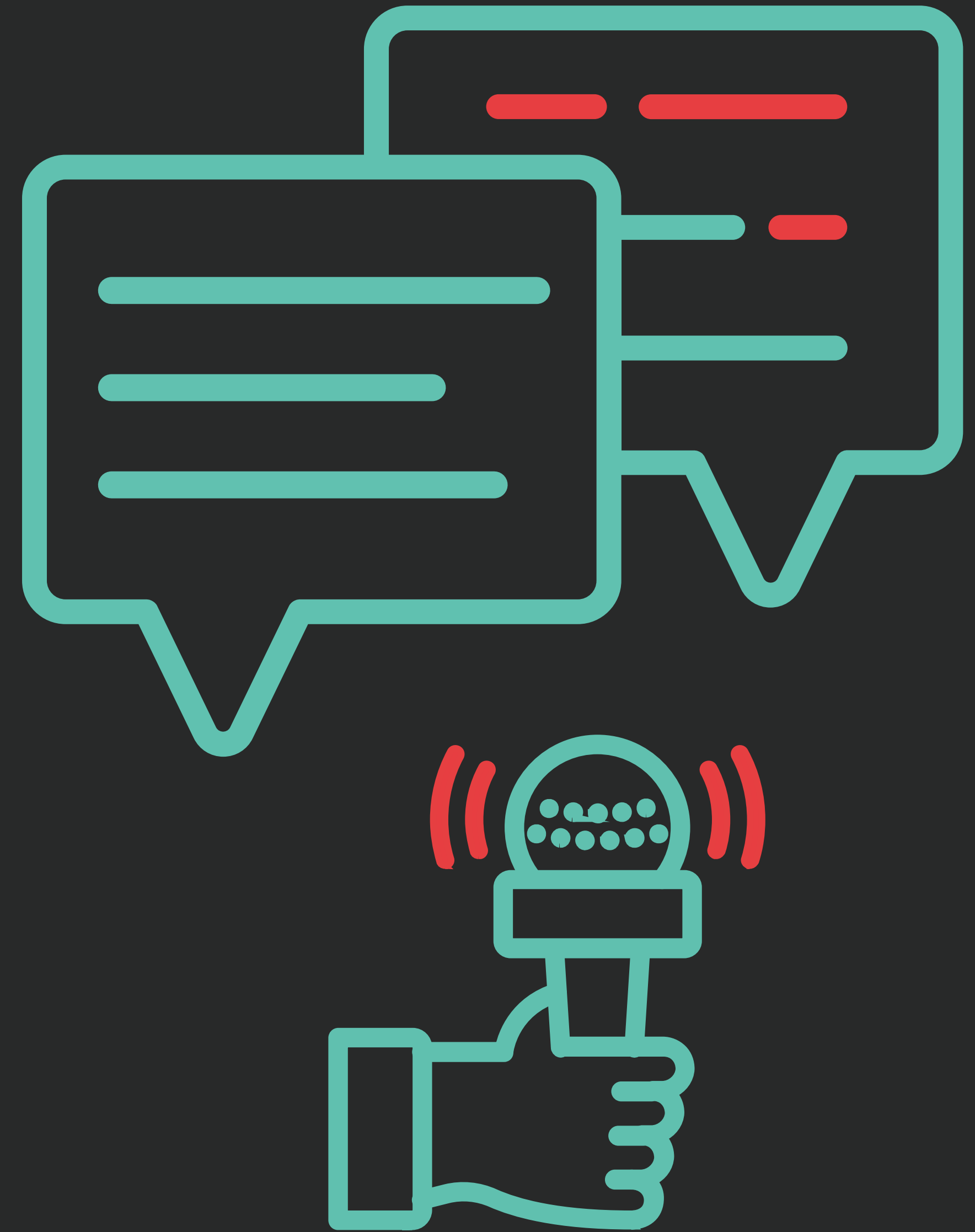
# Working Effectively with the Media



April 22-25, 2024 | Canmore, AB

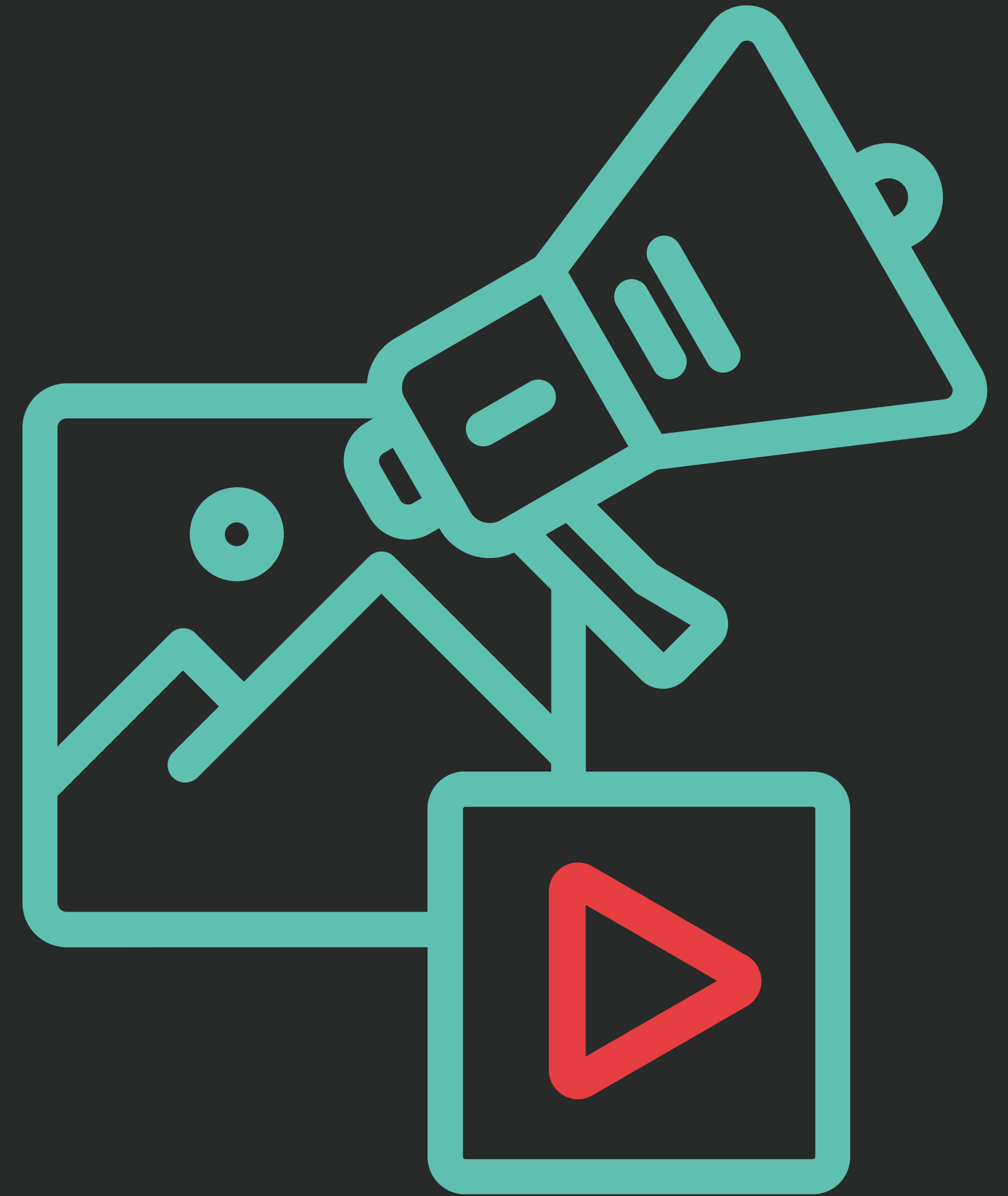
# Nurses need to speak to media!

- ▶ Health care is a hot topic
- ▶ Albertans need to hear from NURSES
- ▶ NURSES are respected health care experts
- ▶ Nurses won't be heard if nurses don't speak to media



# What makes media tick?

- ✓ It's extremely competitive
- ✓ It's highly influential
- ✓ It's in a hurry
- ✓ Nowadays, it's short staffer



# Tips for working with reporters

- ✓ Be accessible
- ✓ Be fast
- ✓ Tell the truth
- ✓ Think visually
- ✓ Know what you're talking about
- ✓ Think about their needs



There's more on Page 4 of the WORKING EFFECTIVELY WITH THE MEDIA booklet.

# Dealing with media during bargaining

- ▶ Find a spokesperson
- ▶ Explain in plain language
- ▶ Don't bargain in the media
- ▶ Prepare in advance

# Thoughts about spokespeople

- ▶ Name a single spokesperson during bargaining
- ▶ Also have a backup
- ▶ Plan how to stay 'on message'
- ▶ At events, approach the media first
- ▶ If you misstate, ask for a retake

More on Pages 5 and 6

# Talking with reporters

- ▶ When you talk with reporters, it's called *an interview*
- ▶ Treat everything you say as if it's on the record
- ▶ If you don't have an answer, don't fake it! Promise to get back
- ▶ Turn THEIR questions into YOUR key points



# Tips for being interviewed

- ✓ Set goals for every interview
- ✓ If you don't know, say so
- ✓ If you need time, ask for it
- ✓ Provide the human touch
- ✓ Avoid jargon, acronyms, and sarcasm



# If the media gets it wrong?

- ▶ Don't get mad
- ▶ Stay calm and point out the error
- ▶ If a change is required, explain why
- ▶ Think of it as an opportunity ...  
write a polite letter to the editor



# Letters to the newspaper editor

- ▶ Keep them short
- ▶ Be timely
- ▶ Make one point
- ▶ Offer a personal perspective
- ▶ Find a “hook”



# Media advisories

- ▶ Let local media know about upcoming events
- ▶ Email a simple advisory
- ▶ Remember Who?  
What? When? Where?  
And Why?
- ▶ If you want to reach out to media, please contact UNA communications for advice and support

# Advice about social media

- ▶ Don't share private information
- ▶ Pay attention to professional responsibilities
- ▶ Keep your employer private
- ▶ Look and sound professional
- ▶ Respect boundaries



More on Page 24

# Thank you!

**Reminder:**

Don't forget to complete  
a feedback form.

