

Media Management

In the information age, the trick is to get more out of the Media than the Media gets out of you.

We demonstrate how your organisation can understand, manage and benefit from any and all media exposure. How it can use different mediums to enhance its credibility and reputation. How it can protect itself against risk.

With new technologies, news travels faster and further than ever before. Futureye's media management services are built on the simple premise of strategic communication. By understanding how the media works, you can use it to your advantage rather than peril. Uniquely framed by our underlying risk communications framework, Futureye's approach to managing the media is informed by insider journalist experience and outsider corporate application.

With this strategic insight, Futureye develops media management programs that go beyond simple public relations and are ultimately driven by core business objectives within complex social and political contexts.

Our services

- **Media scanning** – Who's saying what and the reputation risks
- **Media training** – Understanding the media and how to manage the game
- **Message development** – Shaping the talk to respond and engage audiences
- **Interview coaching** – Talking the talk
- **Media relations program** – Building relationships and an action plan
- **Forecasting** – Anticipating tomorrow's headlines and developing a media strategy.



Futureye
Real solutions to real dilemmas

Blue Circle Southern Cement Case Study

The brief

Blue Circle Southern Cement (BCSC) is a leading Australian cement producer which faced a suspension of its alternative kiln fuels at its Berrima works, located in the picturesque Southern Highlands of New South Wales.

Futureye was asked to advise BCSC how to regain its regulatory and social license in the region and advise senior management on its engagement and communications approach.

The solution

Futureye undertook a thorough current state assessment that included policy review, engaging stakeholders internally and externally as well as media analysis. We made recommendations to help the organization change its approach to the issue and it then engaged its audience through meetings and the media on the critical issues.

With a high level of outrage about the health impacts of alternative fuel use in the community, Futureye advised on a communications strategy that differed significantly from the public relations norm. Rather than developing messages aimed at simply appeasing fears and promoting the benefits of alternative fuels, Futureye worked with BCSC to understand the complex regulatory context in which it was operating, the factors driving community fear and mistrust and the integrated approach that would establish it as a transparent, accountable and responsible organisation.

An important part of this process was media training with the senior management team. In addition to a thorough understanding of risk communication theory, participants were given an inside working knowledge of the media industry and the core principles behind the formation of stories for all mediums. The management team was then given the opportunity to test their own messages in a series of mock interviews designed to familiarise them with the pressure and potential pit-falls of interaction with the media.

The result

BCSC has had its alternative kiln fuel license returned by government in January 2009 and it is currently engaging with activists, community and government on a more accountable and transparent monitoring system. The communications strategy developed was aligned with BCSC's commitment to improve its environmental management systems to ensure compliance, and eventually, leading practice. With consistent and transparent messaging, senior management was able to build more respect from its critics externally, including the regulators (DECC), members of RAD, and key local journalists. In addition, it was better able to build confidence amongst its staff – stakeholders with a clear need to be informed of, and part of, their employer's strategy, and with the potential to act as ambassadors for BCSC's new alternative fuels strategy.

“ Since developing the communications strategy with Futureye, we have developed a much stronger, more respectful relationship with the regulator and with the wider community. We are now communicating with the media proactively, and the change in their portrayal of us is evidence of that. ”

**James Ellaway, Environment Manager,
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