

DEALING WITH THE MEDIA

NICOLA WALTER PALMIERI
GENERAL COUNSEL, PARMALAT SpA

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PANEL SESSION 401

BASIC CONCEPTS

- **MICROPHONES & CAMERAS**
- **THE POWER OF THE MEDIA**
- **HOW TO HANDLE THE MEDIA**
- **OPPORTUNITY OF RELATIONSHIP**
- **IDENTIFY & HELP MEDIA**
- **NEVER LIE TO THE MEDIA**
- **THE ROLE OF THE MEDIA**

THE TEAM

- **HAVE A TEAM**
- **TEAM RESPONSIBILITIES**
- **SELECT THE COMMAND POST**
- **HAVE A PLAN**
- **PREPARE YOUR MESSAGE**
- **THE SPOKESPERSON**

DISSEMINATION OF INFORMATION

- GLOBAL INFORMATION
- SAY WHAT YOU KNOW
- THE MESSAGE TO CONVEY

THE PUBLICS

- REVIEW THE PUBLICS
- SELECT THE PUBLICS
- COMMUNICATE WITH THE PUBLICS

POST MORTEM

- TRACK PUBLIC OPINION
- ASSESS & EVALUATE

TIPS

- USE IMAGERY
- NO OFF THE RECORD COMMENTS
- NO STONEWALLING
- NO SPECULATION
- NO “LEGAL” ANSWERS
- CORRECT UNPRECISE STATEMENTS

EXAMPLES

- **TYLENOL**
 - **J & J's INGREDIENTS**
- **GEISMAR LOCKOUT**
 - **COORDINATED WORLDWIDE CAMPAIGN**
- **BABY BENZ**
- **PEPSI**
- **THREE MILE ISLAND**

EXXON VALDEZ

- **INEFFECTIVE COMMUNICATION**
- **FINGER POINTING**
- **ALIENATING THE PUBLICS**
- **INSULTING THE PUBLICS**
- **COMMAND POST IN VALDEZ**

DAMAGE THE DAMAGE

CERMIS TRAGEDY- FEBRUARY 3, 1998

- **EVENT**
- **THE GENERAL**
- **THE PILOT**
- **LOSING CREDIBILITY**
- **MISINFORMATION**
- **MILITARY JUSTICE**
- **THE RIGHT WAY TO HANDLE**

THE U.S. MAP

Lambert Conformal Conic Projection
Standard Parallels 41°20' and 46°40'
Convergence factor 0.69491

CAUTION

AIR INFORMATION CURRENT THROUGH
14 AUGUST 1992
Consult NOTAMS and Flight Information
Publications for the latest air information; the
DWA Aeronautical Chart Publishing Manual or
MOD (UK) Aeronautical Chart Amendment
Document for other chart revision information.

LINE OF EQUAL MAGNETIC VARIATION FOR 1990
(Annual Rate of Change - 4' increase easterly)
5' decrease westerly)



TPC F-2B

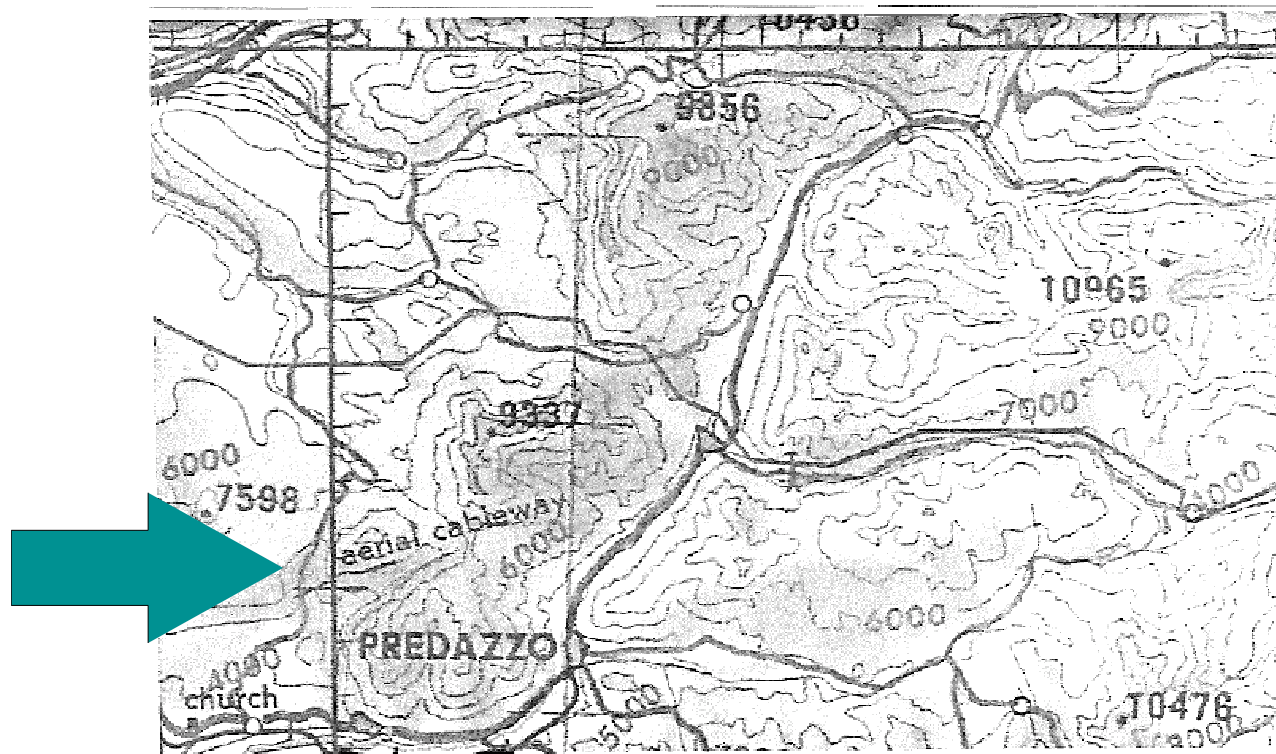
AUSTRIA, BOSNIA AND HERCEGOVINA, CRO
CZECHOSLOVAKIA, FEDERAL REPUBLIC OF
GERMANY, HUNGARY, ITALY, SERBIA, SLOV
SCALE 1:500,000

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correction of CHUM conditions.)

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SERIES	TPC
SHEET	F-2B
EDITION	9

SHOWS THE CERMIS AERIAL CABLEWAY



IMPACT ZONE

VMC

**KILLER PROWLER FLYING AT
358 FT AT IMPACT POINT**

**CABLEWAY RUNNING AT 358 FT AT
IMPACT POINT**