

DEALING WITH THE MEDIA

NICOLA WALTER PALMIERI GENERAL COUNSEL, PARMALAT SpA

MUNICH, 3-5 JUNE 2007 PANEL SESSION 401

ACC Europe 2007 Annual Conference: The Growing Role of In-house Counsel: Lawyers as Business Partners



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

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DISSEMINATION OF INFORMATION

GLOBAL INFORMATION SAY WHAT YOU KNOW THE MESSAGE TO CONVEY

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THE PUBLICS

REVIEW THE PUBLICS SELECT THE PUBLICS COMMUNICATE WITH THE PUBLICS

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POST MORTEM

TRACK PUBLIC OPINION ASSESS & EVALUATE

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TIPS

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

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EXAMPLES

TYLENOL

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

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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 Protection Standard Parallels 41°20' and 46°40' Convergence factor 0.69491

CAUTION.

AR INFORMATION CURRENT THROUGH 14 AUGUST 1992 Coaseli NOTAMS and Flight Information Publications for the latest air information; the DMA Aeronautical Chart Jpdc Sing Manual or MOD (UK) Aeronautical Chart Amendment Document for other shaft revision information.

LiNES OF EQUAL MAGNETIC VARIATION FOR 1990 (Annual Rate of Change - 4' intrease costarly) 5' decrease westerly)





TPC F-2B

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

Prepared and published by the Defense Mapping Agency Astropace Center, St. Louis, Missouri, Compiled 'March 1968, Revised March 1992', (Revised Imited to deronautical information and correction of CHUM conditions.)

*Inted by DWA 653

SERIES	TPC
SHEET	F-2B
EDITION	9

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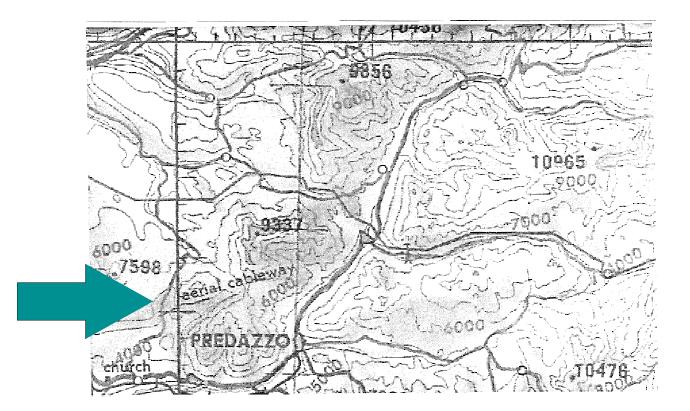


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VERTICAL ODSTRUCTIONS SHOWIN HAVE BEEN	

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SHOWS THE CERMIS AERIAL CABLEWAY



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IMPACT ZONE VMC

Y

CABLEWAY RUNNING AT 358 FT AT IMPACT POINT

KILLER PROWLER FLYING AT 358 FT AT IMPACT POINT

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