

Strategic Media Relations

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Current Landscape

- 24-hour news cycle is reality
- 72% of worldwide traditional media report a larger workload than last year*. Must do more with less.
- More than 50% of journalists use blogs/social media for stories
- Most bloggers consider themselves journalists
- Multimedia approaches rule media relations (IHG)

PRN/PR Week 2010 Media Survey

New Priorities in the New Environment

- More opportunity for messaging, but more risk too
- Must be prepared to engage on multiple platforms
- Meaningful relationships still rule
- You really need a plan

Principles for a New World

- Conduct a media/blogger audit
- Be proactive in building relationships
- Position your office as a resource
- Use multimedia/engaging content
- Have a plan –
 - MESSAGES
 - MESSENGERS
 - Response relevant to issue/media platform





Foxconn boss Terry Gou (centre) is surrounded by journalists as he arrives at the Shenzhen factory. He said the company could not interfere if workers had personal problems. Photo: AFP

Social problems the cause, don't blame company: chairman

New Foxconn suicide after boss visits Shenzhen plant

Terry Gou

Terry Gou, the chairman of Foxconn's Taiwanese-owned parent company, strode confidently yesterday, showing nearly 200 reporters the first class sports and entertainment facilities in the modern Shenzhen factory. Overworked employees said they were in no mood to enjoy them.

Quotes from Mr Gou:

"the [10] suicides [this year] are more of a social problem and Foxconn should not be to blame"

"The suicide rate is bound to rise as society becomes more affluent"

"I read the suicide note left by the victim... [it's more about] a social problem"

"whenever young people join the workforce, they'll face problems about how to adjust themselves to fit in"

Gou said he believed the decision to commit suicide was closely linked to an individual worker's personality or **level of impetuosity**

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