

Smith, Justin GCPE:EX

From: Sherlock, Stephanie GCPE:EX
Sent: January 22, 2018 1:09 PM
Subject: Media Relations
Attachments: Media Relations Guide.docx

Hello all,

Please find attached a document we have created to help you and your staff better understand what our Media Relations team is all about!

Please share widely and keep on hand for reference if you need!

Thanks in advance and please feel free to reach out if you have questions!

Stephanie

Stephanie Sherlock
Director, Media Relations
Government Communications & Public Engagement
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Media Relations Reference Guide

Our B.C. Government Communications and Public Engagement Media Relations Team consists of a Director (Stephanie Sherlock) and four Media Relations Officers. We provide media support for the B.C. government and serve as the media's main point of contact for the province.

******Please keep this as a reference guide on what our shop covers and how we can work together.***

Here is what we do:

GCPE's Media Relations team builds the B.C. government's relationships with media while ensuring we meet their needs through thorough and prompt communications. We work closely across GCPE departments, ministries, the premier's office and partnering organizations on execution of materials, providing outreach, and responding to external news as needed.

Centre for general media requests:

- Running a 24 hour media phone line so media can get in touch with the right people promptly.
- Working with reporters on government requests by providing information, photos, contact info, quotes etc. as required.
- Fielding and redirecting requests for appropriate teams eg: ministries, premier's office, government caucus, and external agencies.

Legislative business real-time media relations:

- Managing requests from the Press Gallery as they happen during the legislative session, cabinet meetings, caucus meetings, and other significant business in the legislature.
- Facilitating communications between ministry communications shops, ministerial offices, reporters, and Ministers to handle requests as quickly as possible.
- Providing follow up information, background materials, or facilitating others to do so in a timely manner.
- Monitoring opposition and external media scrums/interviews in the legislature so the right people are informed of news as it happens.

Event support:

- Working closely with ministry communications shops, cabinet priorities, and the events team on strategic advice for event type, timing, set up, and determining what media relations support is required at events.
- Providing media relations support at select events by informing media of the event agenda, distributing collateral such as news releases on site as supplied by communications shops, managing follow up requests, and handling other requests that media may have.
- Moderating formal question and answer period (if they occur) within guidelines set in the planning process, and managing expectations of the government officials involved as well as the media accordingly.

Managing our media database:

- HUB is live software connected to the B.C. government website that manages mass communications and our media contact database.
- Working closely with media contacts, ministry contacts and the GCPE IT department to ensure that HUB is working as efficiently and effectively as possible.
- Making changes as needed to contacts, distribution lists, and technology available on HUB to ensure information is up to date and the system is reaching who we need to, when we need to.

Multicultural media:

- Our South Asian and Chinese language media relations officers are our main points of contact for multicultural media fielding most ethnic media requests.
- Analyzing media to see what specific communities are covering.
- Liaising between communications shops and media to set up interviews for Ministers, provide photographs for publication, and offer advice as needed.
- Preparing daily multicultural media reports and providing regular communications support as needed.

Here is what we don't do:

- Print materials to bring to your events (we're often not coming from our desks or offices, but we're happy to hand them out when we're there).
- Set up teleconference lines or book venues (that's the Events team).
- Write News Releases or Advisories (that's the Communications shops).

Tips for how we can best work together:

- Loop us in as early as possible if you are planning an event.
- Give us a "heads up" on contentious issues that may arise – and feel free to ask for our advice!
- Provide us with adequate materials in advance so we can brief ourselves and ask questions if needed.
- Text us if you need to get in touch urgently as we are often at events or in situations where we are unable to answer the phone.

Contacting us:

The nature of our jobs often has us working away from our desks so the best way to reach us is to contact Director of Media Relations, Stephanie Sherlock, via email Stephanie.sherlock@gov.bc.ca or if urgent via text at 778-584-1254.