

Media and the Maritime & Coastguard Agency





Lois Lane, 1972

Why do people tune in to the News - however its delivered?

- No one goes to the airport to cheer safe landings.
- If you want to know about the human condition, watch TV news.
- If you want to know about human achievement, read the sports pages.



The journalists challenge

- Down turn of the dead tree industry
- Lay offs (Trinity Mirror axes another 50 journalists)
- How do media owners monetise the Web?
- Paywalls
- Advancing technology
- News on the run - on PDAs; mobiles; Blackberries

- Convergence is everywhere. Its easier than ever to reach a large audience but harder than ever to really connect with it.
- Newspaper purchasing is on a downward spiral.
- In the 10 years between November 2000 and November 2009, the Daily Mirror sales dropped 55%. The Daily Express dropped 33%; The Daily Telegraph lost 26.6% and the Guardian 23.4%. The Independent and the Times lost sales of 22%.

But how does an organisation such as the BBC cover a big breaking story?

A BREAKERS BLUEPRINT

Every major breaker has a dynamic of its own –this is simply a checklist to ensure ALL the right kit gets sent to the right places in the first wave

- **ALERT LOCALS?/UGC HUB 68200 GENERIC MINUTE! Monitor local radio on Web?**
- **Kit Deployment; TV Trucks: 3** Two to scene . One x 24 hours. 1 to hospital(s). All 2-path if possible
- **Radiocams x 2** at scene, x 1 at hospital. (most London trucks have radiocam, one in North)
- **Radio cars: 3.** Two to scene. One x 24 hours. 1 to hospital(s). Check r/car has Wisycom (3 London cars + Manchester, Leeds, Bristol satcars have them. Check with TechCos re frequency clashes)
 - **M4 satphones + Coobes:** 1 to scene, 1 to hospital
- **Crews: x 6** (4 to scene, 2 to hospital) Reinforce for overnight/early am cover. **VJs x 2**
- **DRs: x 2** (have video mobiles & mini DV cameras for fast picture gathering)
- **Video mobiles:** check on ENPS contacts whether corrs/prods have them.
- **Mobile Editing: x 3** (1 at scene, x 1 at hospital) –WATCH for format hell
- **Resources / Location Manager:** on location, plus one location mgr back-up at TVC

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JOURNALISTS. Assignment Editor to location –RINGMASTER
HDES: x 2 (1 at scene, 1 at hospital as appropriate)
Corrs/BBs: x 10. 3 dish monkeys to scene (TV/N24/R). + 1 package corr for TV/radio talk. 2 to hospital. Book free meals for 2 overnight shifts.
Producers: 7 - 2 Blmedia guest grabbers: at scene/hospital. (inc 1 radio prod at each location) **Amateur video/UGC chaser:** BJ/BA (min x 1) at location. Should take video release forms (secure and extract the camera as well as the tape and camera owner)
Pictures Logger: BJ x 1 at scene. Check enough people logging in Mediaport
Co-pres. location scout Deployed early to find co-pres location. NB this will need ENPS/AUTOCUE support **SCAR:**

COMMUNICATIONS

All BBC Network: London trucks now have Iridium satphones. More from Keith Wood: x 09797-07710-726299. Walkie talkies from FACS or Location Mgrs. Orange mobiles (if no 02 signal) in minidisc cupboard.

NEWSCOPTER First Call! RICHARD SNOW: 07900243350 OR Tom 07763223209 at Arena Redhill 01737 822011 or BLEEP person on call: 07654380920/Alert SCAR/DFO .Be quick before CAA impose exclusion zone. IHelicopter comms are on channel 4 (keep all other trucks off this channel) and the picture downlink frequency is 2.065 GHz. NB ITN get access to our live aerial feeds from Arena only –this is a commercial contract –NOT a favour. **HOTELS? :** 20 rooms via Exotel.

PRODUCTION VEHICLE?: Hire camper van locally, 20 ft long with **on board generator/heating, CHERRY PICKER & SCISSORS LIFTS?**(one for continuous live shot, one for live 2 ways/ENG.)

What is Twitter?

What? Why? How?



Twitter is a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent answers to one simple question: **What are you doing?**

[Get Started—Join!](#)

Who tweets?

- 140 characters or less to get your story out
- More sharing of information than political debating
- News organisations follow news makers avidly on Twitter
- The Guardian have said they'll release press notices only on Twitter
- Retweet to mobile devices/Blackberries
- Find us at [MCA_media](#)

MCA Twitter



The screenshot shows the MCA Twitter profile page. The header includes the Twitter logo and navigation links: Home, Profile, Feed, People, Settings, Help, Sign out. The main content area features a search bar and a list of tweets from the account @MCA_media. The tweets include news about missing climbers on Long Island, a thank you to @evolutionary for a redesign, a call to a Coastguard helicopter crew, advice for parents to keep children safe, encouragement for boat users to check their vessels, a race drama, and weather forecasts for the Northwest Coast of Scotland. The right sidebar shows the profile name MCA_media, a bio, and a list of following users.

That sinking feeling - What is happening in newsrooms and boardrooms?

- 0 to 1 hour - crisis
- 1 to 3 hours - chaos
- 3 hours plus - witch-hunt
- 24 hours - siege
- 7 days - salvage

Managing the News Agenda – The 4Is

- Information
 - Key messages, information, public reassurance
 - First statement within 30 minutes – not a novel!
 - Updates every hour
- Interviews
 - Designated spokesperson
 - Talking head up within 90 minutes
- Images
 - Designated Media rendezvous point
 - Pooled media facilities
- Inter Agency Liaison
 - Sharing information with partners
 - Strategic Co-ordination

News Agencies

- They maintain local contacts
- They have locally based photographers
- They will use eye witnesses / neighbours; source "Experts"
- Buy up amateur video
- maintain library pictures / maps
- They'll write up 1200 words and be ready to hit the 'send' button as you're waking up!

Photography and news camera placement: If it bleeds, it leads...





2007



From this on Worthing beach



A media savvy public! (2007)



Questions?
