



## The External Relations Panel (ERP)

### Functions

- To promote the image of the Society and of psychologists to the media
- To bring relevant psychological and PSI information to the attention of the media

## ERP Agenda

- PSI Conference press coverage
- Support and advise psychologists talking to the media
- Workshop on Media Training at Conference event
- Training Day for psychologists talking to the media
- National Careers Event for psychology undergraduates
- PSI Press Releases in response to ad hoc events

## Using the media to deliver your message:

- The prospect of being interviewed by a reporter is quite daunting
- Non- scientific background  
- very different style of communicating ideas

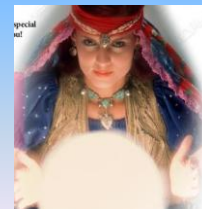


## Fears

- My message will be misrepresented
- Complex conclusions from extensive empirical research portrayed as a psychologist's personal opinion.
- Can't do justice to all the complexities of their work in a very brief interview

## Dangers of not engaging with media

Many of the public don't fully understand what it is that we do



## Dangers of not engaging with media

This is exactly why psychologists need to be proactive in their relations with the media. If we don't talk others will continue to misrepresent us.



## Dangers of not engaging with media

Much research funding comes from public funds and so the public have a right to know, and it encourages future funding.



## Dangers of not engaging with media

The media act as an important driving force in creating public policy. Legislators, politicians and other professional decision makers are often informed through the media.



## So...

Psychological Society of Ireland's primary objective is the advancement of psychology as a pure and applied science and so as members, we need to take this responsibility.

## Personal benefits of talking to media

- Promoting your book or practice
- Sharing your new findings
- Encouraging public interest and understanding of your work
- Build up your reputation as a knowledgeable psychologist and researcher and a good communicator.

When done properly, the whole experience can be quite enjoyable, empowering and valuable

## Tips for talking to the media

- Know the purpose and the questions
- Why have you been asked to do this?
- Who is doing the interview?
- What's the 'angle'? - often linked to other current affairs or other news stories.

### Tips for talking to the media

- If you're not happy with the angle you can renegotiate or decline
- If not comfortable don't be afraid to turn down the interview.

### Tips for talking to the media

Prepare your overall message & work towards this

Make answers clear & free from psychological jargon

### Press Release

Brief communication directed at media announcing something claimed as having news value

### Tips for writing Press Release

- Make sure the information is newsworthy.
- Tell the audience that the information is intended for them and why they should continue to read it.
- Start with a brief description of the news, then distinguish who announced it, and not the other way around.

### Tips for writing Press Release

- Ask yourself, "How are people going to relate to this and will they be able to connect?"
- Make sure the first 10 words of your release are effective, as they are the most important.
- Avoid excessive use of adjectives and fancy language.
- Deal with the facts.

### Tips for writing Press Release

- Provide as much Contact information as possible: Individual to Contact, address, phone, fax, email, Web site address.
- Make sure you wait until you have something with enough substance to issue a release.
- Make it as easy as possible for media representatives to do their jobs.