

JOINT EVENING SEMINAR
“WHAT DO THE ENGINEERS NEED TO KNOW ABOUT THE MEDIA” ON
19/3/2013

The above seminar on 19/3/2013 was organised by ASME-HK, HKIE-EG, HKIE-EV, HKIE-MMNC and IMechE-HKB. The speaker was Ms. Sandra Mak, CEO of A-World Consulting. 105 participants were recorded.

In the past professionals and the general public were clearly differentiated; nowadays the differentiation has much blurred and two are rather interlinked. Engineering professionals now have more occasions to communicate with the mass media than ever, in explaining incidents to the public, advocating engineering projects and alike. Communicating with the media in its language is therefore important in ensuring the right messages are conveyed to the general public.

While a basic law of communication is perception is reality; thus the management of media's perception becomes essential. In general, the contemporary mass media survives in an environment of intense competition, sensationalism, tight deadlines, speedy snow-ball effect and interplay with social media. To capture its interest, the news is to be new, unique, interesting, strange or impactful. Action, conflict, wrongdoing, facts and figures, opinions and quotable quotes, or “sound bite” also works.

In application, the paramount important is emphasising key words, followed by facts and figures to support the key point. If time allows, further elaborations and examples may be cited. Talking to the press, do not wait for the right question, but make use of the first answer and restate the key message. Acknowledge question, build a link with a related key message and repeat the key message. Return to the key message when loss. Above all, be prepared and restate the key message time after time.

The organisers thank Ms. Sandra Mak for her insightful and inspiring presentation.

Caption:

2013319-1: Questions raised from the floor

2013319-2: Souvenir presented to the speaker