
 **Media – A Channel**

Is Media the culprit ?

- Semenya: left alone in the dark
- News has a life of its own...you can't control it
- Surf the news. Define your message. Control your message.


1

 **Media – A Channel**

«The media », a very diversified world

- Newswires: a trunk feeding the tree
- Radios: soundbites that can be understood
- TVs: think images, not talking heads
- Newspapers: don't miss the deadline
- Photographers: images, again
- Internet: who are you talking to ?


2

 Media – A Channel

Never deny reality

- “ Crisis, what crisis ?”
- Reality always hits back
- Be prepared
- Crises are opportunities

3

 Media – A Channel

To conclude

- Don't be afraid, be prepared
- Look for the “human angle”
- Explain and simplify
- Make yourself available

4



THANK YOU !

For further information:

Isabel Parenthoen
Bureau Chief, AFP, Southern Africa
Johannesburg
Tel: +27.11.5309900
Email: Isabel.Parenthoen@afp.com