

Communication, European Customs and Styles



Education and Culture DG



EUROPEAN UNION PROGRAMMES AGENCY
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The MEDIA : effective Communication



Charles Camenzuli :

- ❑ **Hon.Life General Secretary Association Internationale de la Presse Sportive (AIPS) 1989 –**
- ❑ **Candidate for General Secretary Union Europeenne de la Presse Sportive (UEPS) 2010**
- ❑ **Committee Member Fed.Internationale Cinema Television Sportifs (FICTS)**

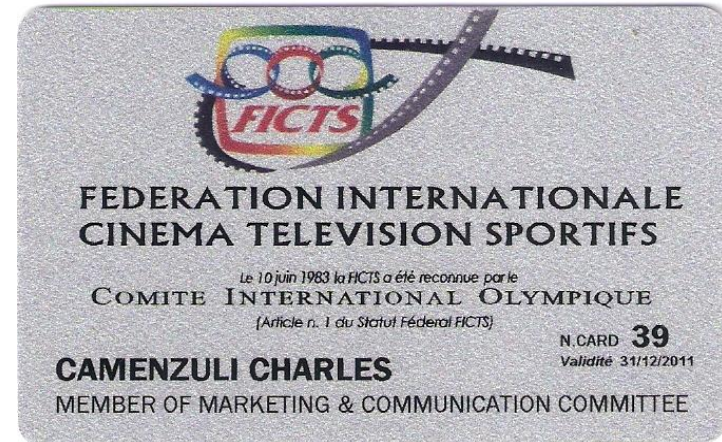
- ❑ **President : Malta Sports Journalists Association**
- ❑ **Executive Member : Institute of Maltese Journalists**
- ❑ **Director of Media : Maltese Olympic Committee**
- ❑ **Journalist since 1975 .**
- ❑ **Currently : Sports Programmes Co-ordinator NetTV**

- 7 Olympic Games
- 4 FIFA World Cup
- 3 Commonwealth Games
- 7 Mediterranean Games
- 3 Universiade
- 1 All Asian Games
- 12 GSSE
- 28 AIPS Congresses
- 2 IOC Congresses
- 4 FICTS TV Festivals



Charles Camenzuli
Honorary Life General Secretary
MALTA

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The beginning of human communication.



- ❑ Through artificial channels i.e
- ❑ Not vocalization or gestures.
- ❑ Way back to ancient cave paintings.
- ❑ Drawn maps.
- ❑ Writing and written documents

A book entitled “ Five Epochs of Civilization ” by William McGaughey divides the media communication history into the following stages:

- 1. Ideographic writing produced from the first civilization.
- 2. Alphabetic writing
- 3. Printing
- 4. Electronic recording and broadcasting
- 5. Computer Communication

The communication between organizations tends to be generally a two way process. Due to this two way interface :

SENDER <<<<<<<>>>>>>RECEIVER

This should ensure that both parties interpret and act on the message in the same way as noted :

“ The goal of communication is the acceptance of the sender’s message by the receiver. If the receiver understands the meaning of a message that asks for action, but fails to act, the act of communication is not achieved but if the receiver does respond to the message by taking the appropriate action the goal of the communication has been achieved ”

- ❑ **Communication is something we just take for granted. Because we communicate all the time.**



- ❑ **Verbally, non-verbally, in person, in the media, through documents, via the internet, in our heads, with our families, with our neighbours, at work, we even communicate with ourselves.**

- ❑ **3 things you must keep in mind when you get the 'SPOTLIGHT' opportunity.**



- ❑ **IMAGE** : Do worry about how you look.
- ❑ **By image I do not mean you need to fit a certain standard. No. But you need to look sharp !**

- ❑ **VOICE MODULATION** : Learn to speak in a tone of voice that is consistent, clear and leveled.

- ❑ **TALKING POINTS** : Be prepared to condense all your knowledge into simple to understand points.

UNFORTUNATELY :

- ❑ Communication DOES NOT always result in a positive action.**
- ❑ In addition to acting on the INFORMATION received it is important that the SENDER knows that the RECEIVER is action on the information and this can be achieved ONLY through the appropriate FEEDBACK.**

What is FEEDBACK ?



- ❑ Feedback is the sender's way of determining the effectiveness of his / her message.
- ❑ Feedback measures influence.
- ❑ Feedback provides a method of eliminating mis-communication.

- ❑ **No matter what the message, no matter which medium, effective communication always starts with this essential question:**

WHAT RESPONSE DO I WANT ?

- ❑ **Once you identify the response you're on your way. You will have taken the single most important step in any communication campaign, whether written or spoken, printed or online, private or public.**

More specifically concentrate in these areas :

- ❑ Writing, on a single document basis or an ongoing basis**
- ❑ Newsletter publishing for updates**
- ❑ Media relations and contacts, tv, radio, newspapers, publications**
- ❑ Online news generation, websites, electronic.**
- ❑ Analysis of prospects and customers.**
- ❑ Dealing with people, employees, members.**

The RESULT :

- ❑ This should include the following:**
- ❑ Increased productivity and better media related sales ratios.**
- ❑ Changed or reinforced perceptions.**
- ❑ Better performance once you focus on key issues.**



Follow up :

- How is the media training affecting the communication skills of the Public Relations personnel ?
- What does good media training say about effective communication and presentation skills ?
- Strategic position in the market through the press.

Follow up :

- How do you see yourself ?
- Use your voice more effectively .
- Generate confidence through body language.
- Present yourself successfully.
- Develop your style of communication.
- Learn the power of effective listening.
- Learn to review and set your action plan.



Resulting considerations and analysis : (A)

- ❑ Improving creativity in Media Release writing.**
- ❑ How to turn a dull brief into an interesting feature.**
- ❑ What picture editors look for in a photo.**
- ❑ How news agencies work on productivity.**
- ❑ The different demands of news and features.**
- ❑ How to increase broadcast coverage.**

Resulting considerations and analysis : (B)

- ❑ How it feels to deal with Radio & TV : interviews and practical exercises.**
- ❑ Helping clients or colleagues perform at broadcast interviews.**
- ❑ Communicating online.**
- ❑ Working as a team under time pressure.**
- ❑ Dividing up responsibilities.**
- ❑ Planning a media campaign.**