

November 2017

# Effective Communications

Jess Buss & John Bates

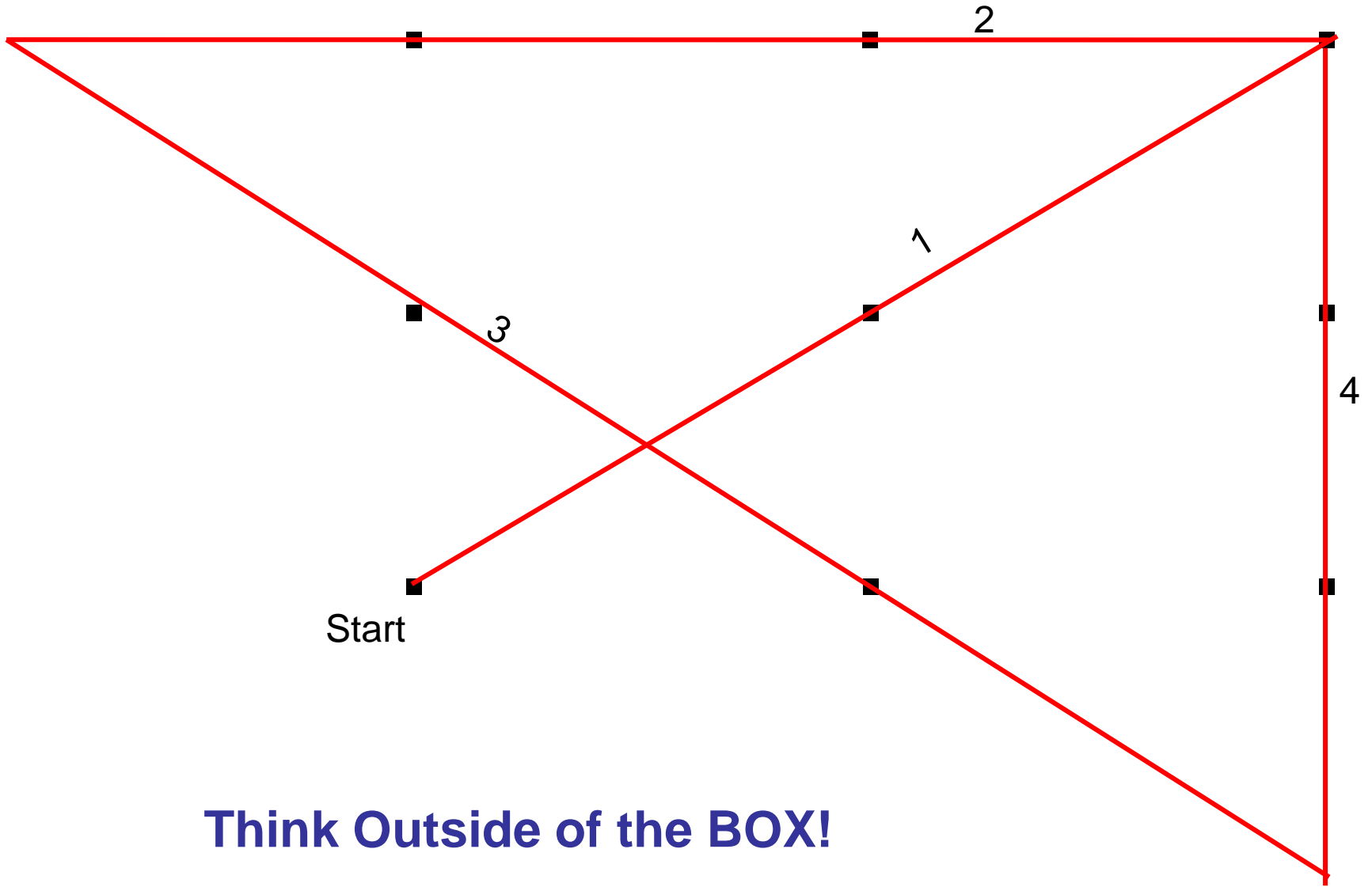
# Know your audience

John Bates



**RULES:**

- 1. Join all 9 dots,**
- 2. By using ONLY 4 lines,**
- 3. Without lifting your pen from the page,**
- 4. And without going to any dot twice !!!**




**Think Outside of the BOX!**

PR – think of it as People to Reach

PR - ONE BIG CON?

# Know your audience





*A Material Production*

What do you want the audience to take away?

# How the media works

Jess Buss and John Bates

# How the media works

## They want “news” = new

- Driven by events, issues, politics, industry agendas or editors/journalists own interests
- But there is always too much, so it's competitive



Lots of options available



# Communication challenge

**Audience:** Aliens

**Task:** Communicate how to make the perfect cup of tea.

**Brief:** Aliens know nothing about the human world.



**Time:** 5 minutes

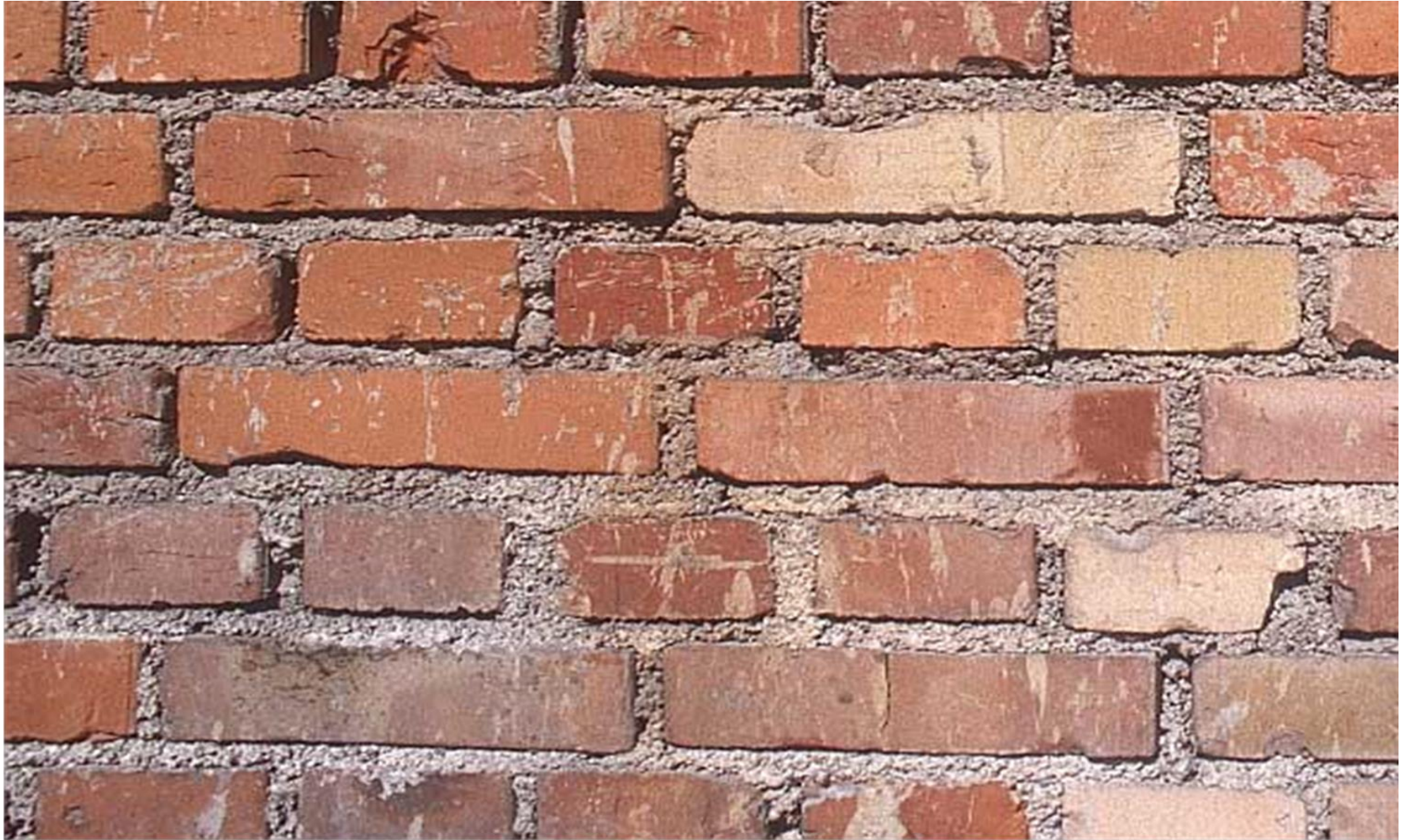


Communication is complex

Attention span is shockingly short!



Jargon is ...



# Journalists (reporters) seek information from

- Individuals
- Internet news feeds (Reuters)
- Press releases/conferences (companies, research institutes, charities)
- Other press (e.g. FW from Vet Record)
- Conferences, Courts, Committees, Parliament, etc

# How the media works – broadcast

- The roles of the researcher, reporter, presenter



# Shout out

Keep it simple – say what you mean

- Inaugural =
- Scenarios =
- Penultimate =
- Disparities =
- Adaptations =
- Diminish =
- Perceive =

# What makes a good story?

- Immediate
- Simple
- Exciting
- Personal
- Dramatic
- Novel & new

So what?

# What do the media want?

Five W's

# Content preparation

- **W**ho's impacted
- **W**hat's important
- **W**here
- **W**hen
- **W**hy (now)

# The media want

- content
- facts
- to 'move the story on'
- 'spin' a story for a specific audience access

# Remember

Journalism **is** competitive

The 'F' word

&

The 'C' word



# Proactive and reactive communications

Jess Buss

# Getting your research on the agenda

- Proactive
  - desire to spread messages
- Reactive
  - in support, defence or objection to other opinions
- Reactive (unsolicited)
  - caught up in controversy

# Proactive communications

- How can you engage to tell your research story?
- Give a clear, simple message to engage
- Do not send your research Thesis/Papers
- Offer exclusives, early access to results



# Proactive communications

- Invite to visit faculties, see group of colleagues
- Perhaps offer to write something
  - but ask or SELL it first
- Keep trying – it's a game of hit and miss



# Reactive Communications

- React promptly (notify if need time to construct response)
- Be constructive and clear
- Remember our industries are small – be polite
- Don't blame the journalist – blame the expert
- Offer insight, offer contact info for future use – make friends
- Journalists love a good debate too!



# Reactive communications

The lack of 'official' information leaves a vacuum allowing for

- Speculation
- Rumour
- Misinterpretation
- Lies



# How we are trained.....

CATTLE PRACTICE

VOLUME 22 PART 1

## Ensuring optimal colostrum transfer to newborn dairy calves

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### ABSTRACT

Ensuring adequate colostrum intake is a beneficial first step to rearing healthy calves. This article provides practice recommendations. Microorganisms multiply quickly, so colostrum must be collected and fed promptly (<1h) or stored using refrigeration, potassium sorbate as preservative, freezing and/or pasteurisation. All equipment must be scrupulously cleaned. A volume of 3-4L colostrum (approximately 10% body weight) should be fed within 2h and no later than 6h of birth. This should contain >50g/L IgG (Ig) with a bacterial count of <100,000 colony forming units/ml. Adequate intake cannot be guaranteed if calves suckle their dam. Pooling of colostrum between cows reduces quality and increases the risk of bacterial transfer. Feeding with a nipple bottle promotes oesophageal groove closure but if calves fail to suckle, colostrum should be administered *via* oesophageal tube. Calves not receiving adequate IgG (<10g/L or IgG or <50g/L total protein measured in blood) have a reduced ability to fight disease. Risk of death and disease are also increased by facilities which are unhygienic, cold stress and/or inadequate feeding. Health and disease incidence should be documented to enable early detection and prevention.

Intro

Methods

Results

Discussion

Conclusion

# Get to the point



YOUNGSTOCK

While colostrum can provide essential antibodies, it must be 'clean' or there is a risk of subjecting newborn calves to high levels of bacteria and compromising passive immunity. Total bacteria count is one way to assess this, as DairyCo explains.

## Hygiene is priority for rearing healthy calves

**T**here is an inherent danger in only focusing on testing immunoglobulin (IgG) content as a measure of colostrum quality as it can lead to another vital area being ignored.

According to US calf specialist Dr Sam Leadley, the

cleanliness of this important first milk can often be overlooked leading to high bacterial content and compromising the efficacy of its antibodies.

"Calves are born with a functioning immune system, but few immune resources - like a gun without ammunition. Feeding



Colostrum can easily become contaminated thereby subjecting newborn calves to high bacteria levels.

Conclusion



So what?

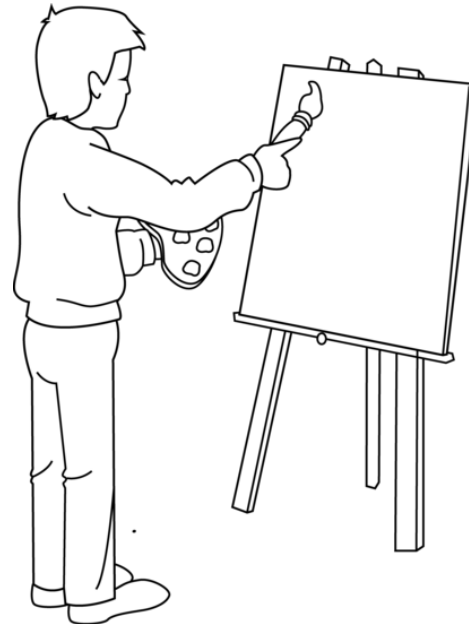


Details

# Tempted to write a story yourself?

1. Chronological = school (teacher)
2. Research (method, results, conclusion) = university (Prof/Dr lecturer)
3. Engage a busy reader = short and punchy conclusion first

**“An art rather than a science”**



# Then

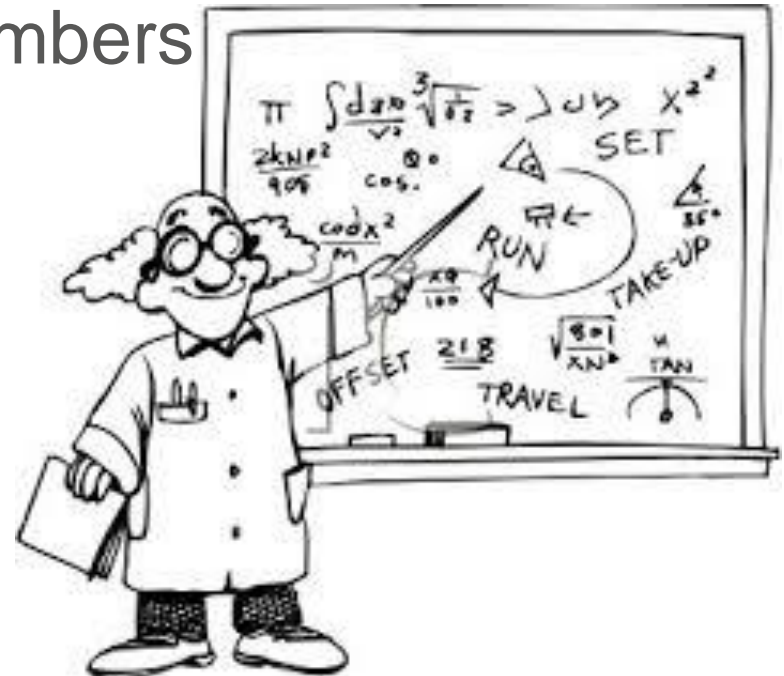
- You need a clear message
- Something good, exciting or shocking to sell – e.g. £ or case studies
- To leave out a lot of detail and statistics
- Ensure you are not misunderstood
- Deal with any controversy, clearly

# Focus on

- Crafting a clear message that's easy to understand

Then sell it with.....

- Only the essential facts or numbers
- Need to know caveats
- Vital background info
- Keep it simple



# Effective communication

John Bates



Consider your audience's interest, not just your own

Craft your message in a way they can digest

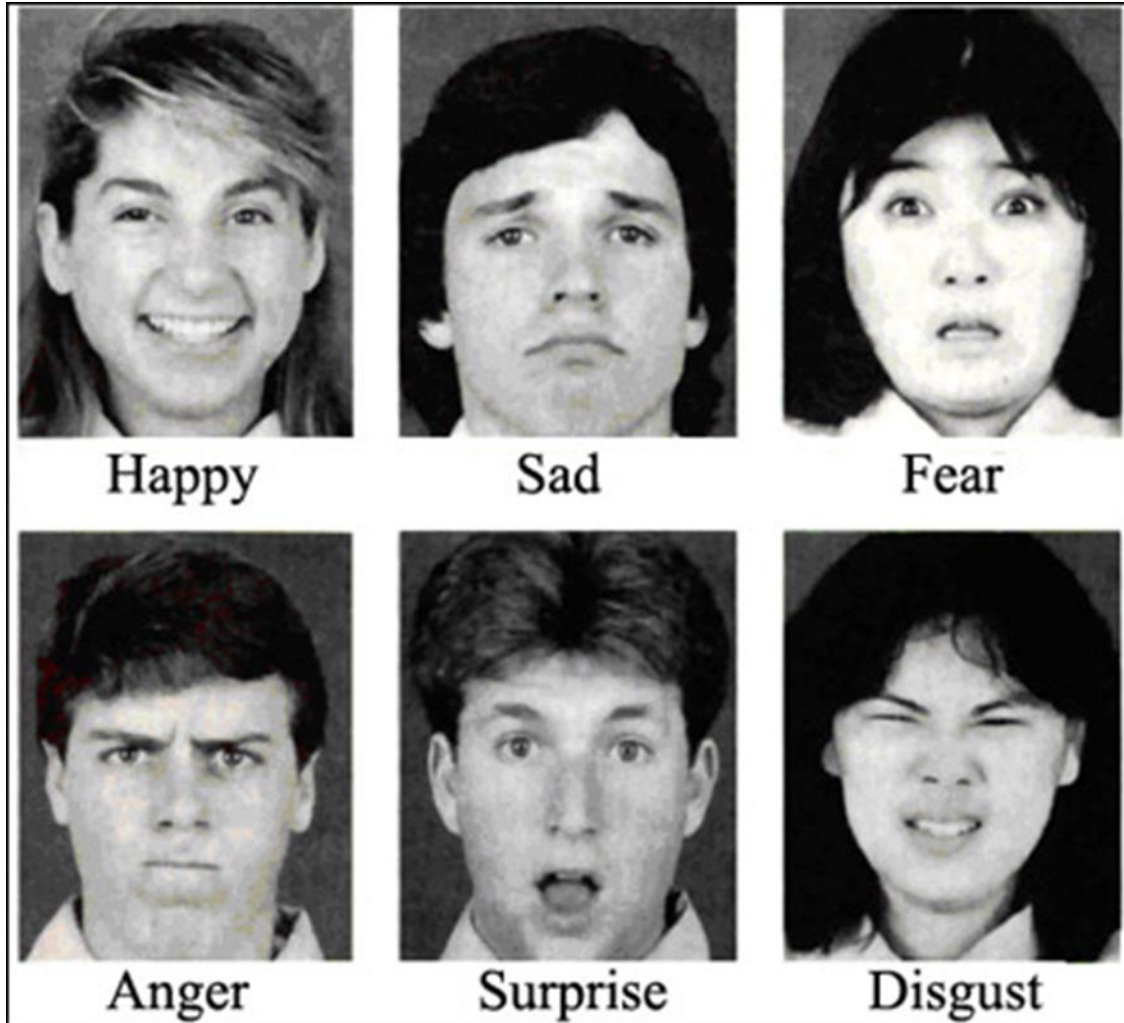
Make your message relevant

Encourage conversation

“The biggest single problem in communication is the illusion that it has taken place”

George Bernard Shaw

# Six basic emotions



Noise & other stuff

# Make the most of the media

- A Acknowledge the question
- B Bridge to your key message
- C Communicate your key message

Don't bluff or be drawn into areas you know nothing about

# Tips & trips - Three P's

- Plan
- Prepare
- Practice

# Tips & trips

- Deadlines – rarely flexible
- Quality photographs, video and graphics
- Availability
- Other ‘pick-up’



Making the  
most of the  
media...

An easy guide.  
[thisisdairyfarming.com](http://thisisdairyfarming.com)

# Summary

- Know your audience
- Appropriate language
- Focus on your message
- Prepare your story
- Sell your story

Questions?

A vibrant landscape of a green field at sunset. The sun is low on the horizon, casting a warm glow over the scene. The sky is filled with colorful clouds, and the field is lush and green. A path leads from the foreground towards the horizon. The overall mood is peaceful and inspiring.

**‘Inspiring our farmers, growers  
and industry to succeed in a  
rapidly changing world’**

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