

NWEC 2010: Dealing with the Media

Panelists:

- Scott Learn, The Oregonian
- Susan Stone, Stone-Sheridan Group
- Dave Harvey, Gunderson

Moderator:

- Geoff Tichenor, Stoel Rives

Reporter: Mr. Hayward, what else can you tell the **world** about your reaction to the Gulf oil spill?



The spill won't cause problems because the Gulf is "a very big ocean." *New York Times*
6/3/10

"You know, I'd like my life back. *New York Times*
6/3/10



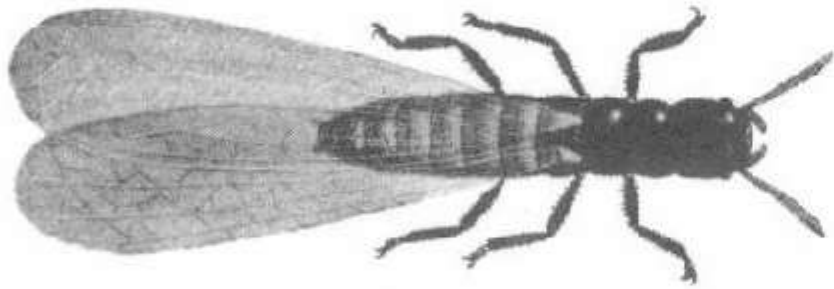
Dealing with the Media

Things you “deal with”

Scott Learn

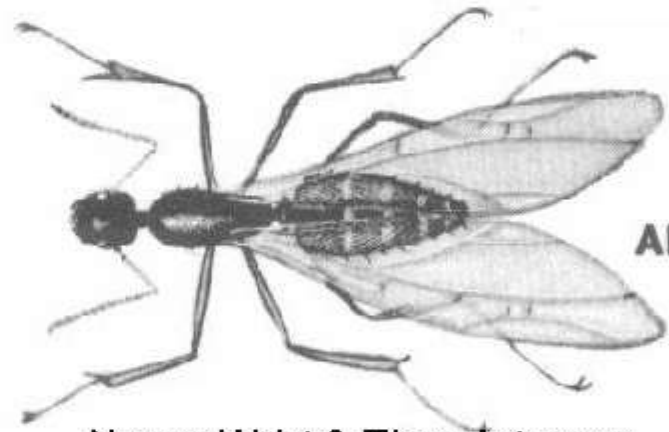
How to tell ANTS from TERMITES

TERMITE



Thick Waist & Straight Antennae

ANT



Narrow Waist & Elbow Antennae

You Be The
Landlord

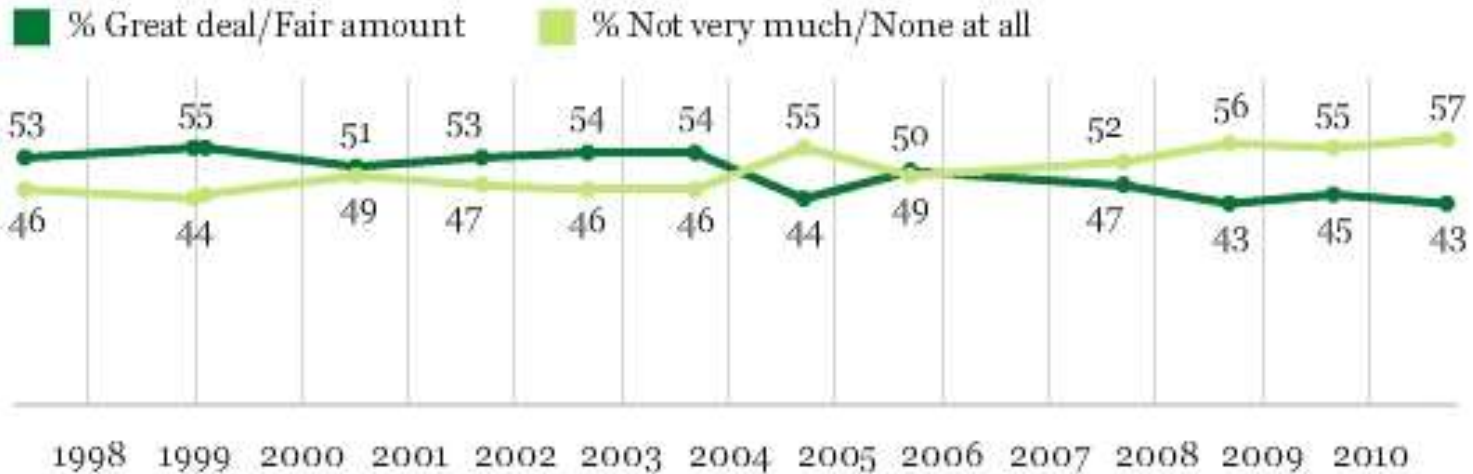




Trust in the Media

In general, how much trust and confidence do you have in the mass media -- such as newspapers, TV, and radio -- when it comes to reporting the news fully, accurately, and fairly -- a great deal, a fair amount, not very much, or none at all?

Gallup trend since 1997



GALLUP

Watchdoggius



Characteristics:

- * Aggressive.
- * Accusatory.
- * Little sense of humor.

Motivation:

- * Sniff out wrongdoing.

Lap Doggius



Characteristics:

- * Chummy/passive.
- * Takes what you say at face value.
- * Little curiosity.

Motivation:

- * Get the dang story done.

Columbonius



Characteristics:

- * Highly curious.
- * Probing, but not confrontational.
- * Disarmingly disheveled.

Motivation:

- * Find the hidden truth.

Source Rights



You have the right to:

* Ask what the reporter's story is about.



Bonus Tip: Avoid the word "agenda."

You have the right to:

* Assert your point of view.



Bonus Tip: Don't have a lot of points of view.

You have the right to:

* Ask for a “fact check.”

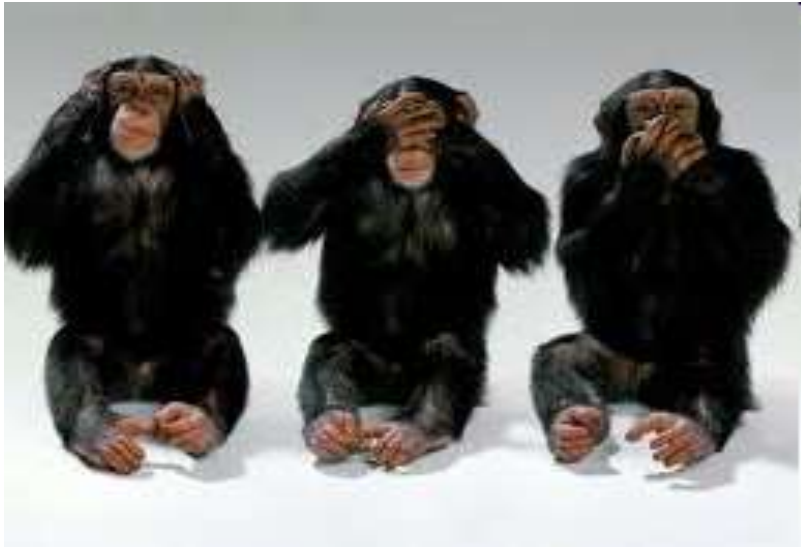


Bonus Tip: Don't ask to read the story in advance.

Source Wrongs



The Evader/No Commenter



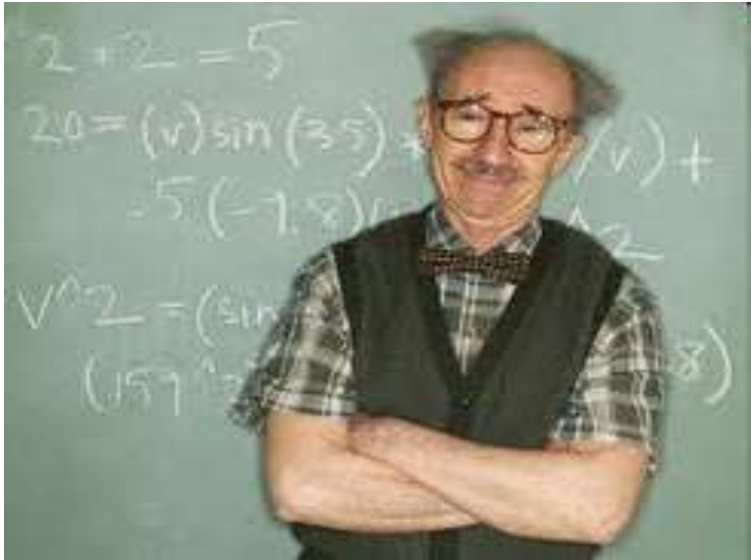
Problem: Near certain to turn a lap dog into a watch dog.

The Know Nothing



Problem: Credibility drops, suspicions rise.

The Wonk Meister



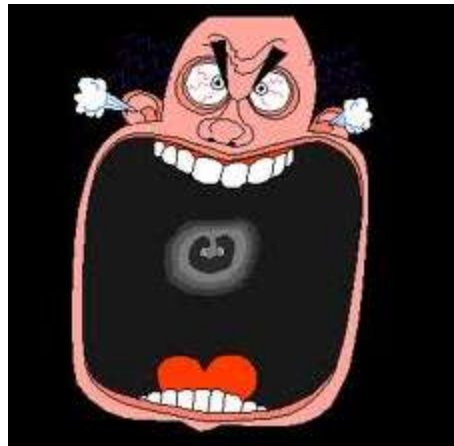
Problem: Reporters are easily bored.

Final Tip:

The **ABSOLUTE** kiss of death thing to say
to a reporter:



“You’re just trying to sell newspapers.”



Susan Stone
Stone-Sheridan Group

T11) Dealing With The Media: What Do You Do When The Media Contacts You? **Or you contact them? – A Case Study**

David Harvey
Environmental Director



Gunderson, LLC

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Dealing with the Media

- Internal/Development
 - Alignment
 - Philosophy – Do the right thing
 - Deeds
 - Credibility
 - Management
 - Communication
 - Priorities
 - Media relations is a team sport
 - Participate in the process
- External
 - Transparency
 - Speak the truth
 - Relationship
 - Key message
 - State what you are for
 - Facts
 - Example
 - Concise!
 - Industry groups
 - Media relations is an end product not an isolated effort



Why?

"Our goal is to operate our business with integrity and accountability. These efforts are integral to all our relationships — with customers, shareholders, employees and the communities in which we operate."

Bill Furman, CEO







Key Messages

- Key messages communicate a vision, position or essential fact in a concise statement
- Consistent and incorporated in all communications
- Spokespeople should be trained to deliver messages effectively
- Key messages are the points to your story



Truth *wins*
Out

“Everyone is entitled to his own opinion, but not his own facts.” ... Senator Daniel Patrick Moynihan

end product: n . The result of a completed series of processes or changes.



Gunders
on LLC
and the
City of
Portland
River
Plan

2007
Until

THURSDAY

June 21, 2007

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DJC



SAFE AT HOME

Passage of House Bill 2688 could establish significant protections for residents of mobile home parks.

PAGE 4

PACESETTERS

Ankrom Moisan Associated Architects has hired Carrie Smith as an interior designer.

PAGE 20



THE DAILY JOURNAL OF COMMERCE, PORTLAND, OREGON

On riverfront, ecology and economy meet

City ups efforts at making Portland's North Willamette industrial hub friendly for habitat and business

BY ALISON RYAN

alison.ryan@djcOregon.com

The Willamette River's North Reach is an Oregon hub for industry and trade, but it's also a hub of natural habitat.

"This whole area, between the ecological and the economic, is quite dynamic," Roberta Jortner, an environmental planner with Portland's Bureau of Planning, said.

Industry and nature – and how the two connect – are big parts of the northern Willamette's basic fabric. And a draft plan for the river's North Reach area, which stretches from the Fremont Bridge to the Columbia River confluence, will take a look at that intersection between ecology and economy.



Competing river visions confound group's effort

Environmentalists and industry struggle to find common ground

BY LEE VAN DER VOO

The Portland Tribune, Aug 7, 2007, Updated Oct 30, 2009

August 7, 2007

“On one side, salmon and other wildlife. On the other, 40,000 jobs in the city’s industrial area.”

Seven years of visioning led to this. A Monday afternoon on the fourth floor of the city of Portland’s planning building, environmentalists and industrialists in a polite but barbed conversation about future zoning on the Willamette River — and no consensus in sight.

After years of generalities about how the city of Portland will apply new zoning to the Portland Harbor — from the Broadway Bridge on the east side and the Fremont Bridge on the west side north to the Columbia River — choosing a plan for how ecology and industry should coexist proves tricky.

At stake?

On one side, salmon and other wildlife. On the other, 40,000 jobs in the city’s industrial area.



L.E. BASKOW / PORTLAND TRIBUNE
Chris Johnson of Advanced American Construction Inc. welds and repairs spuds for use on a crane barge. About 40,000 people have jobs at the Portland Harbor, many of them in industrial occupations.

Sides remain far apart

“We are clearly not doing enough for the environment. There’s a reason why we’re endangering salmonids, why you can’t swim in the Willamette River, why North Portland is a Superfund site,” said Bob Sallinger, urban conservation director for the Audubon Society of Portland and a task force member.

Industrial harbor users — which include the Port of Portland, Schnitzer Steel Industries Inc. and Advanced American Construction Inc. — fear squishy language in the River Plan will lead to regulations beyond zoning requirements.

Unlikely allies look to restore riverfront land

Creative plan to buy acreage for habitat wins nods from port, industry and activists, but needs city cash

BY LEE VAN DER VOO

The Portland Tribune, Mar 14, 2008, Updated Oct 30, 2009

A request for city money to restore wildlife habitat on the Willamette River is solidifying unlikely ties between the Port of Portland, its industrial neighbors and environmental groups.



Portland Harbor's designation as a Superfund site and ongoing development

March 14, 2008

“The businesses would be given an option to offset the impact of their development on the environment by paying for habitat restoration on city land as they grow. They would get development permits in exchange for either cash payments for restoration or completed projects. The scenario would give them greater freedom – but not total freedom – to add to their riverside enterprises.”

“The idea has support from the Audubon Society of Portland, National Marine Fisheries Service and Port of Portland. Industrial businesses also are on board. “

“Bob Sallinger, conservation director of the Audubon Society of Portland, is among several players encouraged by the consensus that’s been built. He believes the group can work to leverage state and federal funds if it can resolve outstanding issues and press ahead.”



"Furman cited the city's lengthy permitting processes and all-inclusive planning participation that bogs down the area's industrial growth. Other Working Waterfront Coalition leaders shared the same sentiments, he said."

"His company has been around the table on this, and Gunderson's a great company," he [Adams] said. "I'm committed to their success and their growth."

Bob Sallinger, the Audubon Society of Portland's conservation director, said the ... "The report is just another distraction we don't need. It's time to move forward and adopt a plan that works the way it's supposed to."

River plan in disarray

Greenbrier CEO Bill Furman warns of dire consequences

BY ANDY GIEGERICH
BUSINESS JOURNAL STAFF WRITER

One of Oregon's biggest-name CEOs says a controversial waterfront development plan could force companies to leave town.

The city is considering adopting tough new regulations to guide future development along the Willamette River. Businesses are upset over the plan's steep development fees that seek to preserve the river bank.

Bill Furman, CEO of Lake Oswego-based Greenbrier Cos. — which employs 700 waterfront workers — stopped just short of saying the new rules would cause Gunderson LLC, a Greenbrier subsidiary, to move.

"We've laid off hundreds of people at Gunderson and we've worked hard to keep our rail line down there," Furman said. "We've done it with a commitment to remaining a U.S. facility. But we don't have to be headquartered in Portland. We can be headquartered elsewhere, and unfortunately, businesses are mobile these days.

"I'm not making any threats, but this has been a cumulative thing. There's been one issue after another here. At

FAST FACTS

PORTLAND'S City Council will hold a community forum on proposals regulating development along the North Willamette River on Dec. 16 at 6:30 p.m. at City Hall.



Furman



OregonLive.com

Everything Oregon

Finding the right fit for big ships, small fish

By The Oregonian Editorial Board

March 28, 2010, 7:32PM

Long before Portland was here the Willamette River ran hard, draining snowmelt and rain all the way up to Waldo Lake in the central Cascades and connecting, north of us, with the Columbia. Its waters were clear, rosey with migrating fish, a lure to tribes.

Now we're here: A teeming city of people, steel bridges and concrete highways along and over the river, and an industrial port humming with ships, barges, bulkheads, tugboats, cranes, clanking steel, signal horns. In the dark running beneath it all are the fish, the salmon, fewer in number but federally protected, and their passage takes them over polluted sediments, through foul stormwaters, and often into the teeth of invasive bass lurking amid wharf pilings.

The city of Portland, to its credit, is trying to stitch the past with present as it doses in on a river plan nearly a decade in the making. But this is no gray government document to be ignored. It's a map of aspiration: an expression by our elected leaders that we can feed the economic engine providing so many jobs while repairing and sustaining the mother river. Few places have tried it at this level, if at all.

That's probably why it has unleashed 11th-hour turbulence that must be met with cinched seatbelts Thursday, when the **City Council** considers it. Industries situated along the river's North Reach, which includes the Portland Harbor undergoing a Superfund cleanup, have decided the city wants too much. And the city, after eight volumes of planning, wants to zoom ahead with morphing environmental standards, some amended and distributed to commissioners only last week.

The sticking point is money. The city wants environmental regulatory involvement over the expansion of any harbor industry — only then, the plan's advocates reason, will an ecologically functioning river segment be assured.

Good news: Both sides already know better. The fish and the ships needn't collide. We can have both.



OregonLive.com

Everything Oregon

River Plan picks a needless fight

By The Oregonian Editorial Board

May 16, 2010, 9:52PM

It didn't have to be this way.

At a time when the regional economy still faces double-digit unemployment and businesses are only beginning to resume capital projects, the Portland City Council decided to cram a vague but burdensome new set of requirements and regulation onto an area that it used to value as "an industrial sanctuary." The affected businesses, which will have far more to say about the area's economic recovery than the commissioners at City Hall, have reacted with outrage. And so begins an appeals process that will sap energy and expense well toward the end of the year.



State of Oregon website

Gov. Kulongoski visits the Gunderson facility in Portland.

And why? Why has a well-intentioned effort to beautify and clean up the river transmogrified into a new irritant for a beleaguered industrial sector? Why would anybody think this was the way to accomplish an admirable goal?

Mayor Sam Adams has said it is wrong to suggest that Portland can't have a strong economy and an upgraded stretch of the lower Willamette. But that's a response to an argument that nobody has made. In fact, the city and the businesses that have been forging ahead on the North Reach planning process had accomplished a great deal by working together. They had come a long way in terms of an agreement to mitigate development impacts with vegetation, for example.

But with the job incomplete, the City Council decided unanimously last month to adopt the first part of the River Plan. And that forced the waterfront employers to make a choice: Roll over and trust the city to do the right thing, or appeal.

Given those options, they did what any rational decision maker would do.

It didn't have to be this way.