

2018

**AIEA Annual Conference**

*The Internationalization  
Imperative in Turbulent Times*



# **No Second Chances: Strategies for SIOs in Media Relations**

Meredith McQuaid, University of Minnesota

Jeet Joshee, California State University, Long Beach

Chuck Tombarge, University of Minnesota

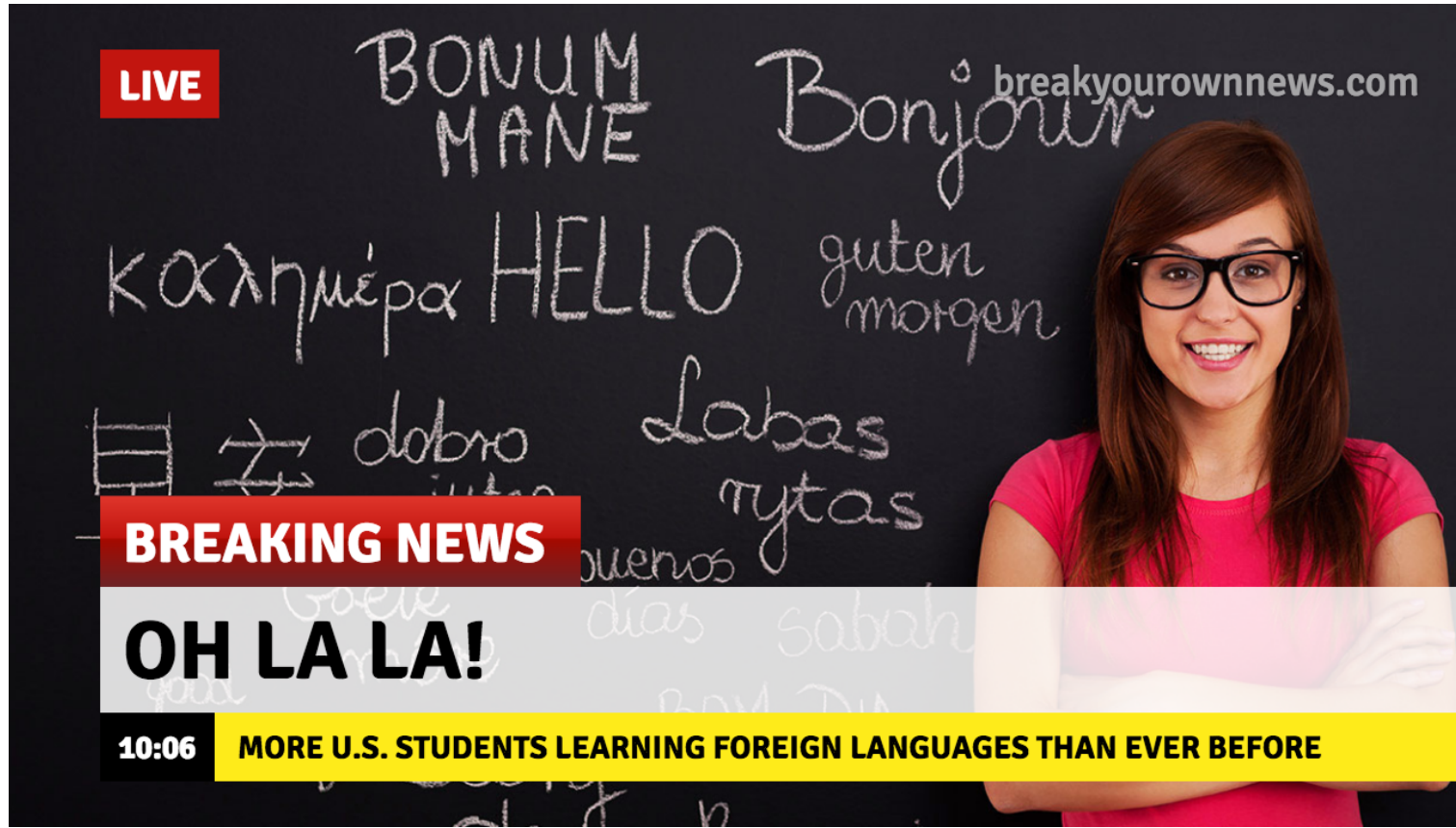
# **The Good:**

*Media Coverage We Would Love to See*



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## Media Coverage We Would Love to See



### U.S. students learn the importance of travel and making new friends overseas

By STU D. BROAD

Study abroad has never been more popular with U.S. college students. No longer seen as a "vacation," study abroad is seen by students, parents, and employers as a critical part of academic and career development.



Reuters

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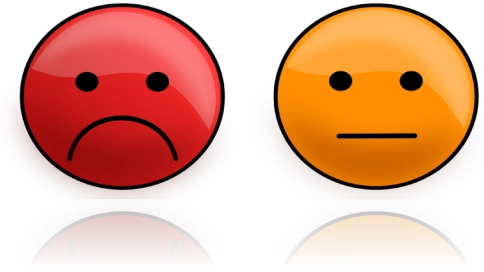


# The Good:

## *Media Coverage We Would Love to See*



# **The Bad and the Ugly:** *Media Coverage We Dread*



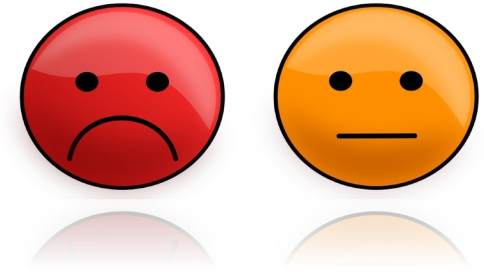
# The Bad and the Ugly: Media Coverage We Dread





# The Bad and the Ugly:

## *Media Coverage We Dread*



**Jamie Johnson**  
@Study-Abroad-Rules



 Follow

Stuck here without food, power. Surrounded by soldiers. Hey @StateU @studyabroad get me out! #scaredandabandoned #noplacelikehome



2:48 PM - 6 May 2015

# The Bad and the Ugly:

## Media Coverage We Dread



# The Bad and the Ugly: *Media Coverage We Dread*



# Considerations

- Does the international office have a communications/media plan?
- Does the college/university have a communications/media plan?
- Are the SIO and staff prepared for pace of coverage, types of coverage, and current and local (sometimes very local) attitudes?
- Will there be time to think before the need to react? Likely no!
- Is the SIO prepared to address the good, the bad, and the ugly?

# **Learning from a Real-Life Event**

**The Context: Thinking about the Unthinkable**

**Paris Terrorist Attack**  
**Friday, November 13, 2015**



# **Risk Management and Communication Protocol**

- Did we have a plan?
- Did I feel prepared?
- What were some things we never thought would be needed?
- What was anticipated/unanticipated? By whom?
- How did we react? Need for quick solutions as event unfolded.

# Assessment of Our Plan

- Changes we have made
- Critical role of the Campus Media Relations Office
- Better knowledge of what is covered by insurance
- Acknowledge you can never fully prepare for something like Paris attack or 9/11

# How is Higher Education Unique?



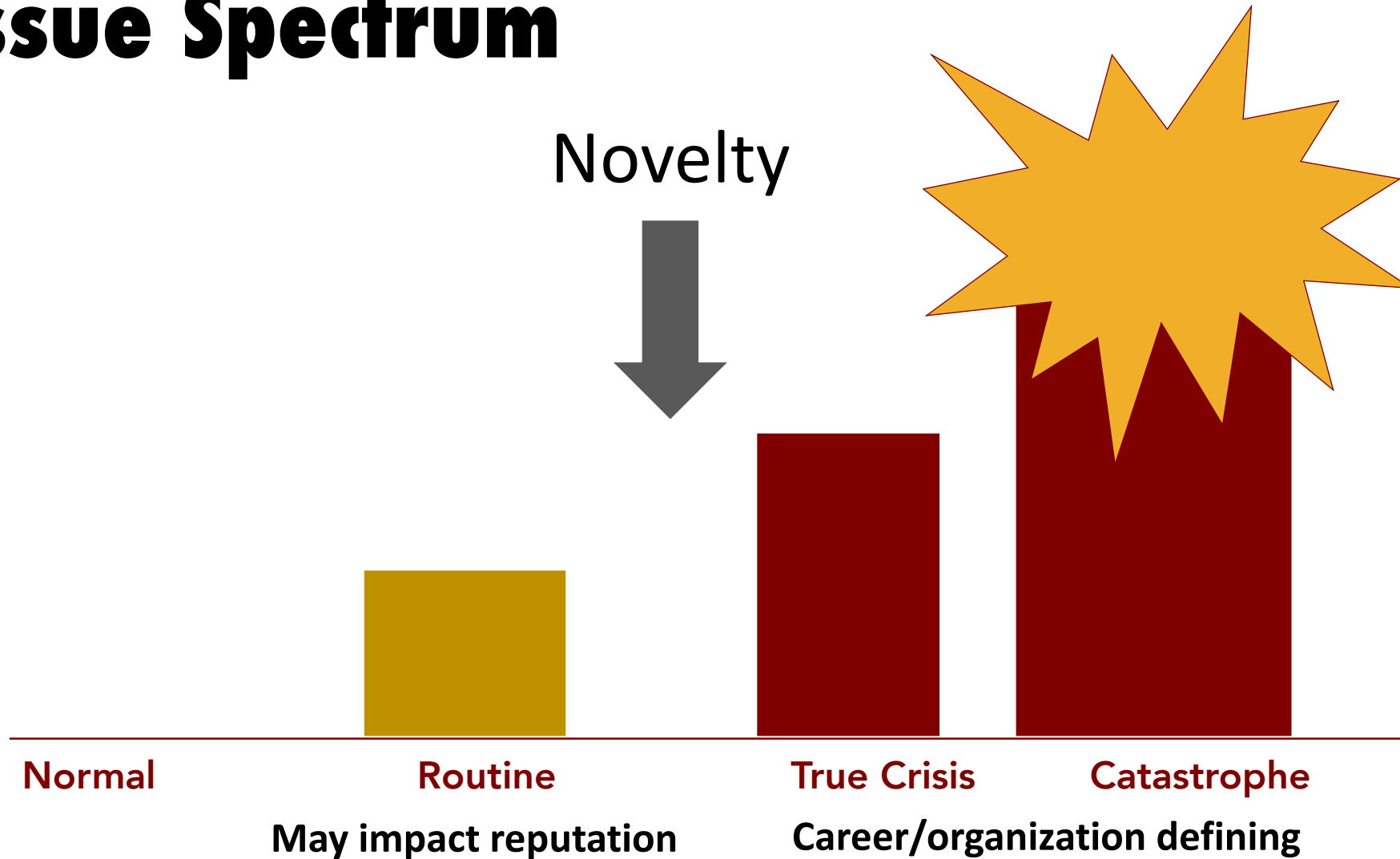


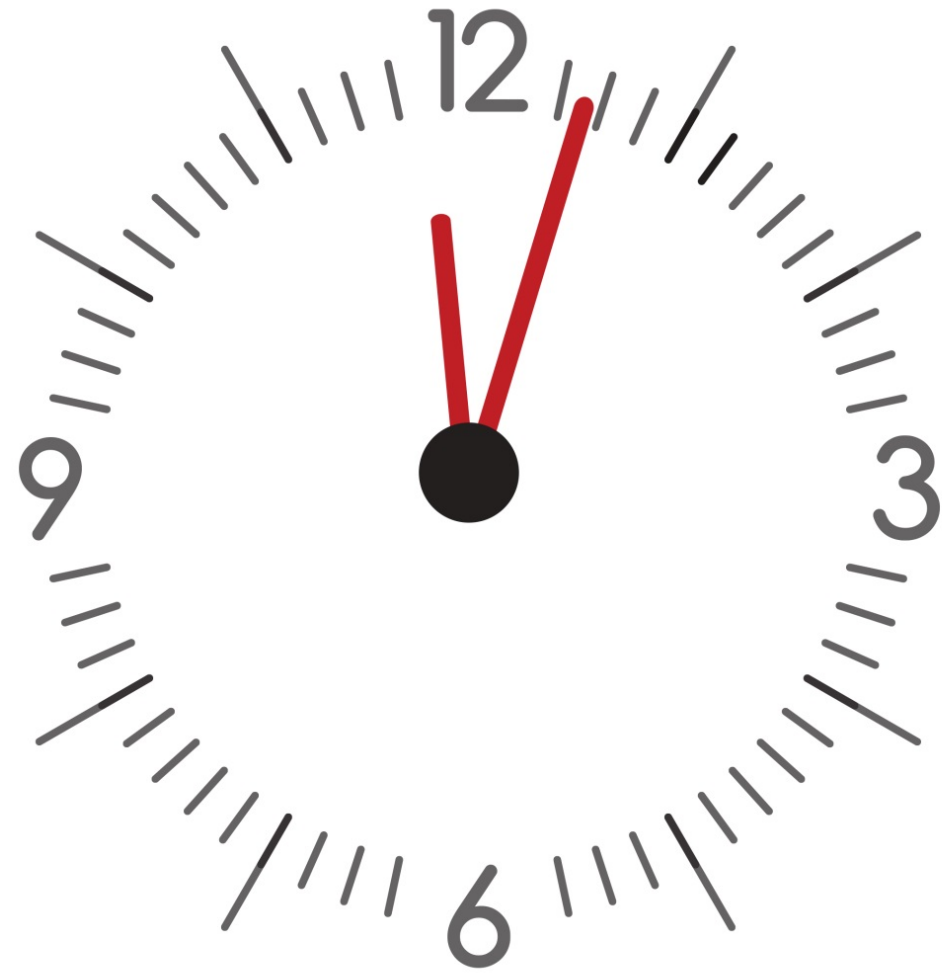
**"You cannot eliminate the risk by trading your core values. If you do, you're abandoning the enterprise."**

- Herman "Dutch" Leonard  
*Harvard's Kennedy and Business schools*



# The Issue Spectrum







# 1. Clarify Coordination



## 2. Develop Scenarios and Approach

### What

- Focus on broad categories
- ID risks

### Who

- Stakeholders directly/indirectly affected
- Stakeholders who will care
- Spokesperson – leave room to elevate

### Info

- Questions to ask in the moment
- Understand what is public/what is not public



## 2. Develop Scenarios and Approach

### Tools

- Know what resources you can bring to bear

### Msg.

- Reflect your values
- Be transparent, empathetic, provide clear instruction

### Plan

- Implement short-term tactics
- Monitor and manage long-term needs

# 3. Consider Goals and Objectives

- What do I want to convey?
- What difficult questions will I be asked?
- What questions do I want to be asked?



# 4. Practice Your Plan

- Media training
- Roundtables
- Do the everyday work well



# Questions?

