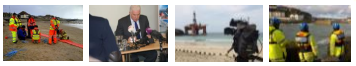
Maritime & Coastguard Agency

Safer Lives, Safer Ships, Cleaner Seas

1

Maritime & Coastguard Agency



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What do we do?
Who are we dealing with?
And what do they want...?

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2

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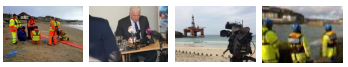

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Dealing with the Big Hungry Beastie…

7,000+ journalists
48,000+ followers on Twitter (MCA_media)
46,000+ on Facebook
17,000+ on LinkedIn

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3

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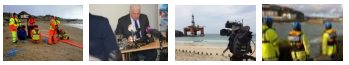

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Night time, day time, anytime

Instant interest, local, regional & beyond
Taking the strain of massive interest
Preparation, preparation, preparation
Got your number?

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4

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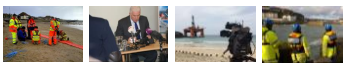

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Taking the lead…

Let us begin…
Get your facts straight…
Keep talking…
Please answer your phone…

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5

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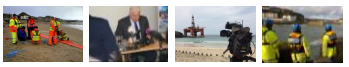

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What could possibly go wrong?
#MakeAList

‘Alternative’ interviews
Armchair experts
Hijacking the issues

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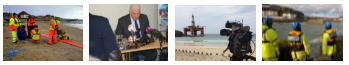

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What could possibly go right?
#MakeAList

Press conferences or interviews?
Social media updates
Access to the site – pictures, footage

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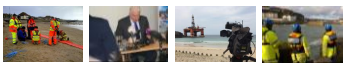

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Key points…
Facts
Sympathy and reassurance
What we're doing about it and when
What's next...

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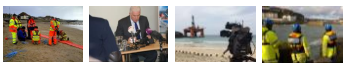

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Remember…
... a press conference a day...
keeps the Hungry Beastie at bay...

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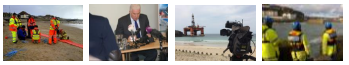

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Don't get caught out…

... Stay in touch

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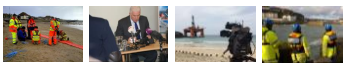

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Questions?

Twitter : MCA_Media
Facebook: Facebook/MCA
LinkedIn: Maritime & Coastguard Agency

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