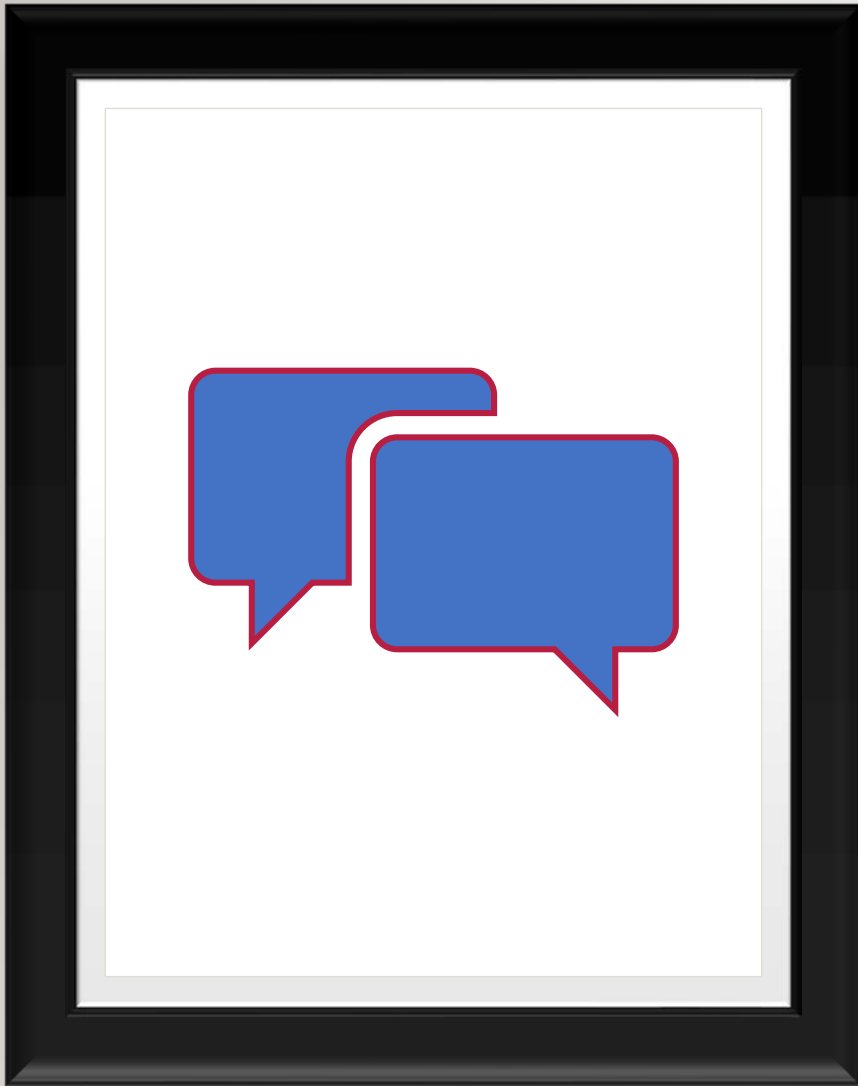




MEDIA RELATIONS AT THE BCTF

SOME BASIC PRINCIPLES

- ALWAYS AVAILABLE (ALMOST!)
- PRESIDENT AS SPOKESPERSON = EXPECTATION
- LEAVE THE OLD WAYS BEHIND

ALWAYS AVAILABLE

- BCTF media relations position responds to all inquires, try for turnarounds under 2-3 hours
- Big media day coming up? Carve out space in President's calendar
- Morning radio/TV? Book it! Anytime between 7 and 9 am
- Host a single Zoom call for print and radio on a busy day
- Zoom has made it easier to book TV

HERE'S THE ALMOST!

- We do have a network of capable Local Presidents. We offer them media training/support
- Really specific local stories are best handled by local President
- Discipline stories are almost all handled by Local President
- On stories we don't want to be in, we apologize that Teri is too busy
- Often, media come to us on questions better for the employer or government because we are easier to get a hold of

PRESIDENT AS SPOKESPERSON

- It is a very strong cultural expectation that the BCTF President is an available spokesperson
- Members expect to see themselves well represented
- Pay for media training before they get to the top job

LEAVE THE “OLD WAYS” BEHIND

- We don't use any news release publishing programs. We send the release directly to our own curated list
- The key has become cross posting! Same content, multiple platforms, not too much more work
- Twitter threads for the media. “Translate” the news release, pre-empt a government announcement
- Instagram and Facebook posts for members and parents
- Check out Canva or Adobe Spark!

THE RISKS

- Over exposure, especially if it's always a critical voice
- Don't spend too much public relations capital before you really need it
- Threading the needle between what members (especially the angry ones) want to hear and what the public is willing to nod their heads at.

SOME EXAMPLES!

Not even a news release, but gets news:

- <https://bctf.ca/NewsReleases.aspx?id=59839>
- <https://twitter.com/bctf/status/1361019521234915330>

Reusing the same image months apart:

- <https://www.facebook.com/BCTeachersFederation/photos/10159216503239655>
- <https://www.instagram.com/p/CHIP78gB-Tt/>

