

# *Journalism in ocean shipping*

(The important role of the maritime journalist)

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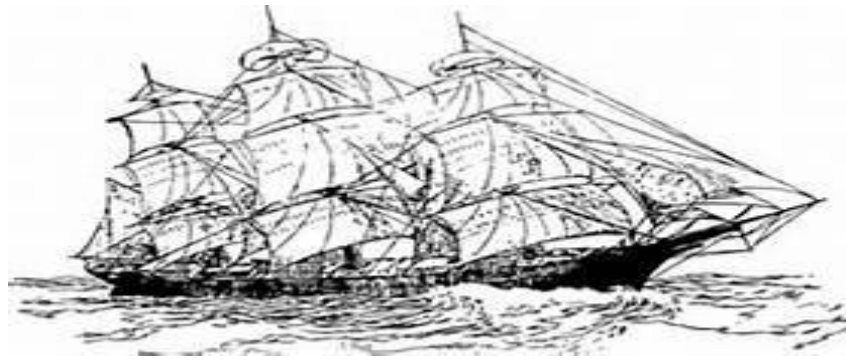


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- Shipping is a secretive world
- The press are a necessary evil
- Discuss

- Maybe a throwback to the days of 19th century sailing ships
- When the voyage destination and intended cargo
- ...was often communicated only on a need to know basis





- The press are useful for the launch of a new ship
- But don't tell them any bad news...
- ...otherwise they may write about it!

In fact: adopt the mushroom management policy with the press



- A good news story



- A bad news story





- Some more good news





- And more bad news



- Why can't they just print our press release?



- But if the journalist is confused....
- What chance has the reader of understanding the story?



- What?
- So what?
- Now what?



- A good journalist needs more
- He or she will investigate





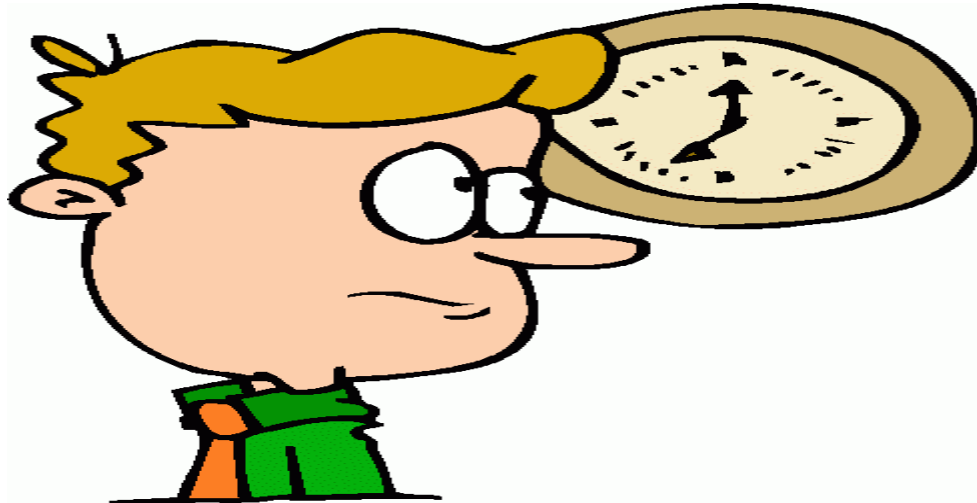
- If the PR or PR company is unable to elaborate
- The journalist may ask a source to add value to the story



- A good source can be useful
- ....But the information can be inaccurate
- And will need to be corroborated
- ....Back to the PR!



- The journalist is under time pressure
- Whether the publication is print or digital
- 'Going to press' cannot always await the corporate PR's OK
- Often from halfway around the world



The shipping industry is generally happy  
to shout about its good news



- Things go wrong in shipping as in life!



- A shipping company has a duty to inform and update its customers and stakeholders when things occasionally go wrong





- It is a sign of integrity if a company updates its website and news feeds
- Whether it is 'good' news or 'bad' news



## The duty of a news publication:

- Inform
- Educate
- Guide
- Entertain



The journalist should:

- Provide a comprehensive,
- Credible account of the subject matter

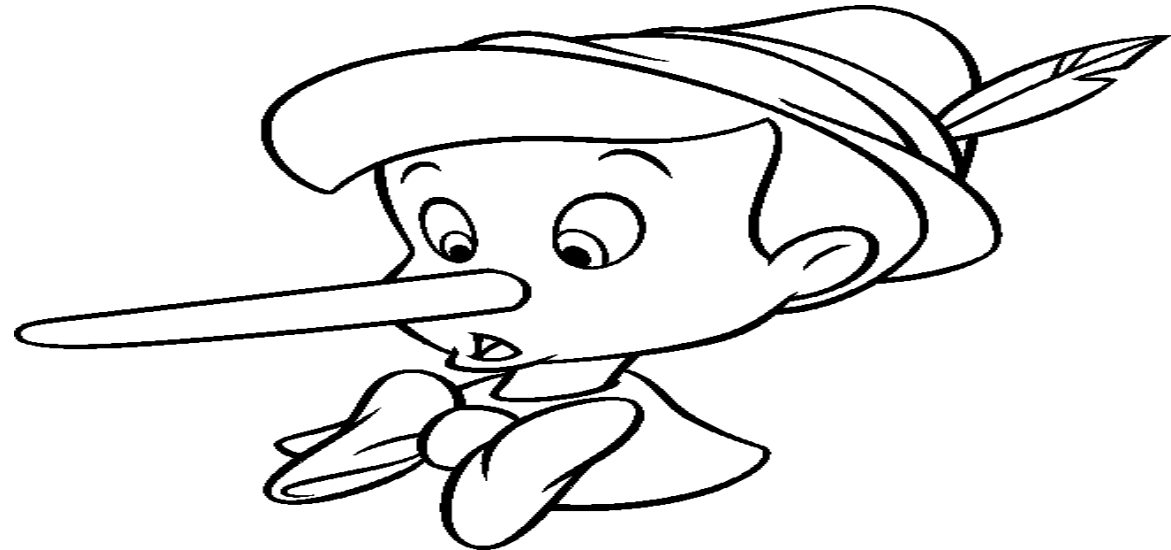


The journalist  
should aspire  
to:

This:



Not this:





MOL were praised for their daily updates on the status of the MOL Comfort



In stark comparison to the near news black out on this casualty



Some of the many benefits of maintaining a close relationship with the press:

- Free publicity
- Boost company visibility
- Use news to get more business
- Attract new investors



PR advise from the 'other side' to shipping companies:

- Think of the publication's audience when drafting press releases
- Try not to make the PR too much of an ego trip
- Include quotes and pictures
- Pay careful attention to the format
- Follow the PR up with a telephone call
- Be prepared to send the PR again if it has been mislaid
- Be prepared to clarify any details
- If possible offer an interview with a key executive
- Also issue press releases in cases of 'bad news'
- Take note of the publication's deadline
- Build a relationship with the editor and writers
- DON'T send the PR as an attachment



Any questions?

