## Media Relations & Team Liaison

### Goals:

The goal is to create long lasting and mutually beneficial relations between both CyberSafeIreland and the media. This would then be utilised to our advantage in the future when looking to publicise events or services and also in the interim, when we are trying to spread the message of CyberSafeIreland to the public.  
Furthermore as we were not directly representing CyberSafeIreland I assumed the role as team liaison between ourselves and CyberSafeIreland, in order to ensure that we were always representing their best interests.

### Research:

Any organisations relationship with the media is key. We see from everyday examples in sports, politics, music, etc. that one can benefit both positively and negatively from their media stance. At this key early stage the media is a weapon with which we both need to manage carefully, but also fully exploit, in order to achieve our own full potential. Furthermore, deciding the type of publications you wish to be associated inadvertently helps choose your target audience. After some basic research we discovered that to reach an audience of teacher, principals, investors and concerned parents that we would have to choose suitable media outlets. Using some online databases we researched what parents of children between the ages of 9-13 are most likely to read, watch or listen to on a daily/weekly basis. After reviewing these we settled on primetime television and radio slots as well as well-respected newspapers and then utilising social media.

We then on behalf of CyberSafeIreland struck up an e-mail correspondence with “RTÉ”, “WebSummit” and “The Irish Examiner” enquiring as to whether they would be interested in helping publicise CyberSfeIreland in the near future. All the responses we received were extremely positive however after CyberSafeIreland requesting that we cease the correspondence until a later date when there more to discuss about events etc. that were relating to the organisation. We then passed all the relevant e-mail addresses and information onto our CyberSafeIreland representatives.

We also included in our PR plan a talk scheduled for the annual Irish Primary Principals’ Network AGM in January after hearing from CyberSafeIreland that they had already organised this of their own accord.

### Recommendations:

I feel going forward as far as media relations are concerned CyberSafeIreland should keep an open and friendly relationship with as many media outlets as possible. They should also strive to have a large event and or talk etc. at-least bi-annually, but preferably every three months, in order to keep the public included in the good work they’re doing but also to ensure that they are not bombarded with too much content from CyberSafe. This tends to diminish the larger achievements when they are surrounded by lesser insignificant ones.

I would also advise them to update their media platforms on a regular basis and to maintain the correspondence that we have already started.

For CyberSafe at this early stage they must really push to get their names out there, which may include tedious e-mails and phone calls until they get the break that they are hoping for, but this will all benefit them in the long run. Furthermore any friends they can make in the media business should be welcomed with open arms as when dealing with a sensitive issue such as internet safety you want to ensure the media are on your side.