

My Thoughts on IPRS's "Ace the Media like a Pro" Workshop

*(A Contribution by Karl Takahashi, Director of Corporate Communications,
Panasonic Asia Pacific)*

The IPRS Workshop "*Ace the Media like a Pro!*" was an interesting and useful experience for me. The instructor, Ms. Kathy O'Brien, who is the Managing Director of Red Shoe Communications, was an excellent media coach.

During the workshop, she conducted an actual video interview exercise and gave us tips on how we should present ourselves on television. I found this beneficial because I knew that this would definitely come in handy someday in my role as the Director, Corporate Communications, Panasonic Asia Pacific.

I was impressed by the level of interaction from the participants during the workshop as this provided a platform for us to tap on each other's experience.

Among the insights that Kathy shared with us, was a comment that left an indelible mark on me. She said, "Good media relation is like an electrical adaptor. While you may have one message to communicate with the media, you need to adapt the content language and examples to suit the specific audience of your targeted media. This is the same as how you would use a different electricla adaptor to make your appliance work when you travel from one country to another."

I felt this was especially relevant for a global company like Panasonic. This underscores the importance of adapting our message to cater to a varied media, not just in the local context, but also on the global plane.

What was the workshop about?

The workshop covered several key areas pertaining to the media industry such as skills that media practitioners should be equipped with, message delivery during an interview, key insights on journalists' perspective and behaviour, and the power of the media.

It showed us how we could use the various medium - radio, newspapers, television and Internet - to achieve our desired publicity results. We were also given hands-on exercises in role-plays to simulate real-life interview scenarios. Kathy covered the important "dos" and don'ts" for media interviews. As I went through the different stages, it gave me a practical understanding of how I can successfully breeze through a media interview.

Why did I choose to participate in the workshop?

I am new to Singapore and its media environment. I was posted here in December last year. As Panasonic Asia Pacific is a corporate member of IPRS and I oversee the company's corporate communications for Asia and Oceania, I regularly attend the various IPRS networking sessions and workshops to meet with journalists and fellow PR practitioners. Course like *"Ace the Media like a Pro!"* and *"Crafting Effective News Releases"* are good

refreshers for my team to keep up with current media trends and to stay media-sensitive.

I believe that one factor that contributes to the success of a company is effective communication. I am positive that what I have learned will be beneficial for my future dealings with journalists. Like Kathy's example of an electrical adaptor, I hope to adapt my messages well when communicating to the media in various markets. Through the experiences that I have gained and picked up from Singapore, I aim to apply these knowledge and skills to create a positive media positioning for Panasonic.



Karl Takahashi is the Director of Corporate Communications at Panasonic Asia Pacific. He oversees the corporate communications group for Asia and the Oceania region.

Karl joined Panasonic in 1976 and was posted to Singapore in December 2007. In his years in Panasonic, he has been involved in overseas operations and acted as special assistant to CEOs.

Karl received academic training at Harvard Business School in 1990.

-End-

CONTACT

Editor: **Robert Conceicao**

**Institute of Public
Relations of Singapore**

43B South Bridge Road

Singapore 058677

Tel: +6565341841

Fax: +6565344691

Post comments to

admin@iprs.org.sg