

TV & RADIO

	MON	TUE	WED	THUR	FRI	SAT	SUN
BBC RADIO 5 live Wake Up to Money, BBC Radio 5 Live 5:15 - 6 am	○	○	○	○	○		
sky NEWS Sunrise, Sky News 6 - 9 am; Sat & Sun: 6 - 10 am	○	○	○	○	○	○	○
BBC RADIO 5 live 5 Live Breakfast, BBC Radio 5 Live 6 - 10 am; Sat & Sun 6 - 9 am	○	○	○	○	○	○	○
BBC RADIO 4 Today Programme, BBC Radio 4 6 - 9 am; Sat: 7 - 9 am	○	○	○	○	○		
BBC ONE BBC Breakfast, BBC 1 6 - 9:15 am ; Sat: 6 - 10 am, Sun: 6 - 7:40 am	○	○	○	○	○	○	○
CNBC Squawkbox, CNBC 6 - 9 am	○	○	○	○	○		
100 97.3 Nick Ferrari Show, LBC Radio 7 - 10 am; Sat: 5 - 7 am	○	○	○	○	○		
BBC WORLD SERVICE Business Daily, BBC World Service 7:32 am; 14.06 pm & Fri 7.32 am	○	○	○	○	○		
Bloomberg On the Move, Bloomberg 9 am	○	○	○	○	○		
CNBC Worldwide Exchange, CNBC 9 am - 11 pm	○	○	○	○	○		
BBC RADIO 4 Woman's Hour, BBC Radio 4 Mon - Fri: 10 - 11 am; Sat: 4-5pm	○	○	○	○	○		
DAILY POLITICS Daily Politics, BBC 2 Mon - Fri: 12 - 1 pm; Wed: 11:30 am - 1 pm	○	○	○	○	○		
Bloomberg In The Loop with Betty Liu, Bloomberg 1 - 3pm	○	○	○	○	○		
BBC RADIO 4 World at One, BBC Radio 4 Mon - Fri: - 1:45 pm	○	○	○	○	○		
BBC ONE News bulletins, BBC 1 1pm, 6pm, 10pm; Sat & Sun: Varies	○	○	○	○	○	○	○
itv News bulletins, ITV 1 1.30pm, 6.30pm, 10:00 pm	○	○	○	○	○	○	○
BBC RADIO 5 live 5 Live Drive, BBC Radio 5 Live 4 - 7 pm	○	○	○	○	○		
BBC RADIO 2 Simon Mayo Drivetime, BBC Radio 2 5.05 - 7pm	○	○	○	○	○		
CNBC European Closing Bell, CNBC 4 - 5 pm	○	○	○	○	○		
4 Channel 4 News, Channel 4 7 - 8 pm; Sat: 6:30 pm; Sun: 7:30 pm	○	○	○	○	○		
sky NEWS Ian King Live, Sky News Mon - Thur: 6.30 pm - 7.30 pm	○	○	○	○	○		
CNN Quest Means Business, CNN 9 - 10 pm	○	○	○	○	○		
Bloomberg Charlie Rose, Bloomberg Mon-Fri: 7 & 10pm; Sat & Sun: 10pm & 3am	○	○	○	○	○		
BBC WORLD SERVICE World Business Report, BBC World Service Mon-Thur: 10 times per day; Fri 9 times p/d	○	○	○	○	○		
NEWSNIGHT Newsnight, BBC 2 10:30 - 11:20 pm	○	○	○	○	○		
BBC RADIO 4 The World Tonight, BBC Radio 4 10 - 10:45 pm	○	○	○	○	○		
marr The Andrew Marr Show, BBC 1 Sun: 9 - 10 am						○	
100 POLITICS Sunday Politics, BBC 1 Sun: 11 am - 12:15 pm						○	
BBC RADIO 4 Money Box, BBC Radio 4 12 - 12.30 pm; Wed 3 - 3.30pm	○	○	○	○	○		
sky NEWS Murnaghan, Sky News Sun: 10 am - 12 p						○	
BBC RADIO 4 Bottom Line, BBC Radio 4 Thurs: 8:30 - 9 pm; Sat: 5:30 pm				○			○
BBC RADIO 5 live On The Money, BBC Radio 5 Live Sun: 7.30 - 8.30 pm							○
BBC NEWS Show Me the Money, BBC News Channel Sun: 9:30 - 10 pm							○

LEADERSHIP COMMUNICATIONS PLANNER

One important part of leadership communications is using the media in the right way. There are many opportunities to communicate live on TV or radio, in print or online. Each has a different audience and some will be more suited than others to the leader or the message. But a good way to start is to understand the landscape.

PRINT

	MON	TUE	WED	THUR	FRI	SAT	SUN
THE TIMES	Monday Manifesto; Business Big Shot	Business Big Shot	Business Big Shot	Business Big Shot	Business Big Shot	Business Big Shot	Business Big Shot
The Daily Telegraph	Monday Interview						
theguardian			Society Interview		Friday Interview	Saturday Interview (varies)	
THE INDEPENDENT			The Business Interview				
FT	Monday Interview			Recruitment Interview	Business Speak	Lunch with the FT; Person in the News; My Weekend	
Daily Mail	Monday View						
Evening Standard	Growth Capital						
METRO	60 Second Interview	60 Second Interview	60 Second Interview	60 Second Interview	60 Second Interview	60 Second Interview	60 Second Interview
CITY.A.M.	Forum Entrepreneurs - Business profile	Forum	Forum	Forum	Forum	Forum	Forum
STYLIST							Work/Life

SUNDAY PRINT

THE SUNDAY TIMES	The Sunday Telegraph	The Observer	The Mail	SUNDAY EXPRESS
Sunday Interview How I Made it	Business Profile The Sunday Interview	Business Interview	Business Interview	In The Spotlight

DIGITAL

Online	Publications
theguardian.com Global Development Blog Ongoing opportunities Careers Blog Ongoing opportunities Science Blogs Ongoing opportunities	ft.com Beyond BRICS Ongoing blogging opportunities View from the Top Weekly Telegraph TV: My Business Tips Monthly
telegraph.co.uk Wonder Women: Biz Idol Every Monday	THE HUFFINGTON POST Newsweek
Social	
Twitter linkedin Reddit AMA Google hangouts YouTube Instagram Pinterest	
Recorded	
TED Monocle Entrepreneurs Business Scotland HBR IDEACAST FT Podcasts Bloomberg podcasts NPR Marketplace This week in startups	

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LEADERS IN THE MEDIA

HOW THEY LOOK AND SOUND

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Portland

Customers, Colleagues & Competition

ALMOST
40%
OF LEADERS
DIDN'T
MENTION
THEIR CUSTOMERS

66%

Didn't mention their colleagues



But the SAME PROPORTION did mention their competition

Only **12.5%** of media appearances saw leaders mention all three of customers, colleagues and competition.

Broadcast & Print

BROADCAST INTERVIEWEES / WERE INTERRUPTED / ON AVERAGE AROUND /

5

TIMES / PER SESSION.



THE AVERAGE LENGTH FOR A PRINTED OR ONLINE INTERVIEW WAS

1,012 WORDS

'I'

18% OF LEADERS IN BROADCAST INTERVIEWS USED 'I' RATHER THAN 'WE'. **28%** OF THOSE IN PRINT DID SO.

THE AVERAGE LENGTH FOR A BROADCAST INTERVIEW WAS LESS THAN



minutes

'WE'

OF THOSE WHO ADOPTED A DEFENSIVE TONE, **85%** USED 'WE', WHILE **73%** OF THOSE WITH A PROACTIVE TONE DID SO.



Only **8%** of interviews resulted in an obviously negative portrayal.

Almost **25%** of leaders were obviously defensive when questioned

Strategy

34% OF LEADERS DISCUSSED COST CUTTING

and

40% DIDN'T MENTION ANY NUMB3RS

but

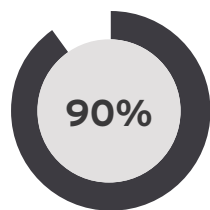
70% DISCUSSED THEIR LONG TERM PLANS

Outlets

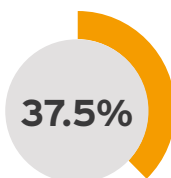
TODAY

BBC RADIO 5 live

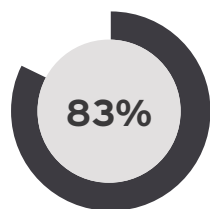
FT FINANCIAL TIMES



of guests on **Wake up to Money** or the **Today** programme mentioned their customers...



of leaders quoted in the **Financial Times** did so.

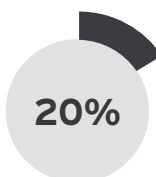


theguardian

leaders quoted in the **Guardian** mentioned their work colleagues...

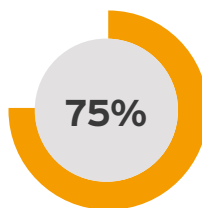


talked in numbers.



BBC RADIO

of those quoted on **BBC** breakfast radio mentioned the competition...



of those interviewed by the **BBC** later in the day did so.

Social Media

WE EXAMINED HOW BUSINESS LEADERS FROM BOTH SIDES OF THE ATLANTIC USE TWITTER.

Only **9/100**

LEADERS ON THE FTSE 100 ACTIVELY ENGAGE ON TWITTER

despite **58/100**

OF THE INDEX'S COMPANIES HAVING AN ACTIVE PRESENCE ON THE NETWORK.

and an average following of almost **82,000**.

2/100

LEADERS ON THE FORBES 100 REGULARLY ENGAGE ON TWITTER...

despite **4/100**

HAVE MORE THAN 2,000 FOLLOWERS

This, despite **53%** of Forbes companies having active Twitter accounts themselves, with an average of **over 54,000** followers.