Energy Industry: The Media & Public Perception – Friends or Foes?

- In local news there are no dedicated energy reporters, so most stories that are short framed informational investigating prevalent to current events fresh in the public's mind. So, the media doesn't necessary go into a meeting with PR person of a company with a angle to get mean spirited defamation cover story to make that company look bad. It's more of convenience related issue that they can report on fairly quickly.

- The Public Relations person is not necessarily looking to avoid meeting and giving accurate transparent information to the media. Although they are looking out for the character and reputation of the firm and how negative or perceived negative information might affect the investors, board, stock, and the employment situation of its employees.

- Public Relation person is also weary of being misquoted and having incorrect representation of certain issues because of the lack of knowledge on a certain issue by the reporter.

- Company management sometimes do not want the PR rep educating the media on certain things, because the education is half full and the reporters might get the wrong perception and publish a public relations nightmare unintentionally misrepresenting the issue and the company negatively.

- The only way to properly inform the public about the oil and gas industry use of clean managed energy is to fund a campaign educating people the processes of how oil is found, refined and disturbed to them in the retail form that they use every day. Which' really depends on the funding and who is going to disseminate the information in a lament term that the common person will understand.

- Public Relation representatives have trouble getting back with reporters on their deadlines on certain issues because of corporate level approval both regionally and corporate headquarter level approval. Then the amount of time it takes to consult with professionals related to that subject that the inquiry is on and compiling it and relaying it in a form that is understandable for the intended audience.

- It's not the media's job to weigh the affect a report will have on the company that is being reported on, but the PR rep's job to make sure the information given is in a manner that is consistent with what management is comfortable with portraying.

- Only national news outlets with dedicated energy reporters are individuals that have time to make sure that the information is professional sound and correct. Meaning that local news will report information given to them by the professional that understands it, which they believe is the PR representative.