



Managing Your Message in a Changing Media Environment

Presented by ...

Todd Barnes

Communications Director

City of Thornton

Goals for the session:

- Present the reasoning and concepts for making the most of your messaging efforts and opportunities.
- Answer questions – media relations, best practices for elected officials, and beyond.

BEWARE! Events may happen . . .



Why (and how) should municipalities change their focus on managing their own messaging?



Why should municipalities focus on managing their own messaging?

If the media (OR the public) do not get the facts from you, they will get the “story” from someone else.

AND – it can happen quickly and be very difficult to correct.



**Why is it more important
today than in the past?**

**How has the media
changed?**



Troubles in the newspaper industry

Over 360 newspapers have closed since just before the start of the pandemic.

The same pace — about two closures per week — was occurring before the pandemic.

Overall, 2,500 newspapers in the United States — a quarter of them — have closed since 2005. The country is set up to lose one-third of its newspapers by 2025. And in many places, the surviving local media outlets have made major cuts to staff and circulation.

The Denver Post announces newsroom staff reductions

Thirty jobs will be cut from the newsroom of The Denver Post in the coming months, Editor Lee Ann Colacioppo told her staff

How is the public-facing side of the media in Colorado changing?



DENVER • FRIDAY, FEBRUARY 27, 2009 • 50 CENTS

ROCKY MOUNTAIN NEWS.

THE NIXON AND MIXERS OF HARRAS AND KERRAMA.

VOL. 1. CHERRY CREEK, K. T., SATURDAY, APRIL 23 1859. NO. 1.

Rocky Mountain News.

W. E. HURN & CO.,
Editors, Publishers and Proprietors,
CHERRY CREEK, K. T.

These are the only papers published in Cherry
Creek, K. T., on this date.

RATES OF ADVERTISING:

Business Cards, (2 lines or less) 1 year, \$10.00

1 square, three months, 2.00

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1859 FINAL EDITION 2009

Goodbye, Colorado

IT IS WITH GREAT SADNESS THAT WE SAY GOODBYE TO YOU TODAY. Our time chronicling the life of Denver and Colorado, the nation and the world, is over. Thousands of men and women have worked at this newspaper since William Byers produced its first edition on the banks

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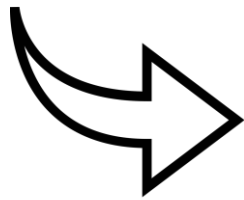
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How is the public-facing side of the media in Colorado changing?



How is the public-facing side of the media in Colorado changing?



Become an asset for the media/reporters.

Develop relationships, trust, respect – not just with reporters, but also with their managers.

Help them do their jobs well

Create partnerships

The dynamic does *NOT* have to be adversarial



Be proactive whenever possible

DRIVE the message



*Getting ahead
of the story
is always a
best practice.*

Driving the message does NOT look like this!

**OFFICE OF THE
TAX ASSESSOR-COLLECTOR**
P.O. BOX 952 BROWNSVILLE, TEXAS 78522-0952

ANTONIO "TONY" YZAGUIRRE, JR.
TAX ASSESSOR-COLLECTOR



PRESS RELEASE

FOR IMMEDIATE RELEASE
Date: May 22, 2023

Contact: Tony Yzaguirre

**2022 DELINQUENT TAX NOTICES HAVE BEEN MAILED
AVOID ADDITIONAL ATTORNEY'S FEES BY PAYING YOUR PRINCIPAL
OR ENTERING INTO AN ALTERNATIVE PAYMENT PLAN BY**

[brownsvilletx.gov/wp-content/uploads/2023/05/PressRelease-May-2023.pdf](https://www.brownsvilletx.gov/wp-content/uploads/2023/05/PressRelease-May-2023.pdf) of 24,043 delinquent tax notices for tax year 2022.

PRnews.io

FOR IMMEDIATE RELEASE
21.11.2021 /PRNEWS.IO/

Contact: info@prnews.io
Phone: +1 929 214 17 9
City, Country

Global Theme Exhibition to Launch in the US

In line with "US's Vision 2040", Global Theme Exhibition will provide a business platform for 20,000 attendees to make inroads into the theme market.

In line with "US's Vision 2040" to transform the theme sector and develop strategic partnership programs with local and multinationals institutions, firms, and experts. Under the patronage of the Ministry of Theme has announced the launch of the Global Theme Exhibition - the US's premier theme platform for the global market to meet and network with the US theme sector pioneers and officials.

Taking place from 15-17 October 2021 at the International Exhibition Center, City, Country, more than 20,000 industry professionals from across the globe are expected to explore +500 international exhibiting companies showcasing the latest advances in theme services and device technologies.

According to Person, President:

"Diminishing market access barriers for foreign investment, coupled with huge investment in theme infrastructure, has positioned the US as a top-tier market for theme device manufacturers, services providers, and dealers and distributors from across the globe. Through the launch of Global Theme Exhibition, companies now have an opportunity to promote their products and services to a whole new audience of buyers and make significant inroads into the US market."

Press release

Vevey, 13 February 2019

Nestlé announces the global coffee alliance

Nestlé today announced the launch of a new range of globally sourced coffee capsules. The new range consists of 24 products, including ever Starbucks capsules developed using Nespresso technologies.

This is the first product launch since the two companies formed a global coffee alliance.

"Our two teams have done an outstanding job in joining forces to create a new range of globally sourced coffee capsules, crafted with care and passion, combining coffee, roasting and blending expertise," said Nestlé's Business Units, Marketing, Sales and President of Nespresso.

In the coming days, Nestlé will start rolling out these capsules in America, Middle East and the U.S. Customers around the world will be able to enjoy coffee at home when the products will become widely available.



FOR IMMEDIATE RELEASE

Date:

Minding Their Own Business

ABC School and XYZ Company Form Partnership for Student Success

Fort Lauderdale (insert correct city name) – Students at ABC School are getting a taste of running a business this year, thanks to a partnership between the school and XYZ Company. The program, a Partners in Education initiative, gives students practical, hands-on knowledge of the challenges and rewards of owning their own business.

In September, students met the owners of XYZ and were introduced to their "Partners", a group of managers in the company who will lead the program throughout the year. The first session was a tour of the company's offices, located at XYZ. Every phase of the business was explained, from manufacturing, to sales and distribution and finance.

More than just a field trip, students use concepts learned in the classroom to complement their experience at the company. For the first session, students had prepared a questionnaire for the managers. Each student was responsible to learn the answers to the questions before the day concluded. Following the visit, students turned the interview questions and answers into a report that could be used to describe the company to others.

In future sessions, students will use math skills to compute the cost of making the products, sales costs and profit. Between sessions with the company's managers, students will research the company's history and its importance to the company.

"Our students combine the knowledge and skills they learn in the classroom with the practical life skills they learn through our partnership with XYZ Company," said Ms. Jane Doe, principal of ABC School. "XYZ employees open up the world to our students and stimulate them to think beyond what they know today. The partnership absolutely enhances student achievement. We appreciate the time and talent XYZ employees give to our students."

The partnership is a significant benefit to XYZ Company as well. Companies that support education are widely regarded as high-quality organizations. Partnerships with schools keep employee morale high, and employees find they enjoy the interaction with students.

Source: 1 of 2

Too many press releases looks like this . . .



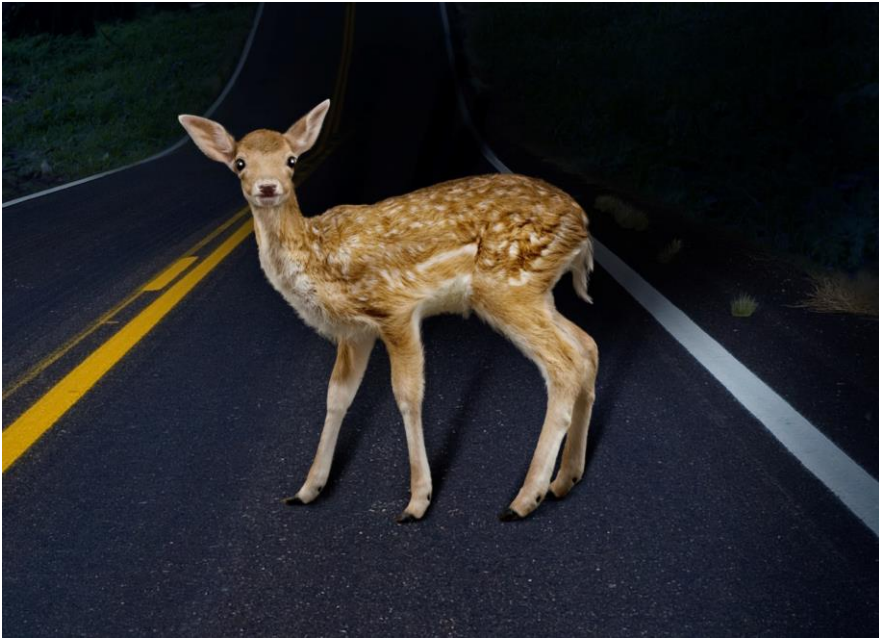
What does driving your own message look like?

- YOU become the reporter
- Go to the sources you KNOW are informed
- Gather the facts
- Prepare your colleagues for speaking
- Develop your own plan to disseminate the information
- Initiate contact with relevant media
- ** Begin your own push **

Proactive – Getting ahead of a story and making the media an ally to solve a situation.



What is the biggest disadvantage to being in a reactive posture for a situation?



When you have to react to a situation, the “story” is already out there.
Battling Fact vs. Fiction is more difficult.

Become the purveyor of information

Find out where your residents are going for information and meet them there.



Social media stats

Facebook

Instagram

LinkedIn

*Pew Research Study 2021

Facebook Instagram LinkedIn	Facebook	Instagram	LinkedIn
Total	69%	40%	28%
Men	61%	36%	31%
Women	77%	44%	26%
Ages 18-29	70%	71%	30%
30-49	77%	48%	36%
50-64	73%	29%	33%
65+	50%	13%	11%
White	67%	35%	29%
Black	74%	49%	27%
Hispanic	72%	52%	19%
Less than \$30K	70%	35%	12%
\$30K-\$49,999	76%	45%	21%
\$50K-\$74,999	61%	39%	21%
More than \$75K	70%	47%	50%

Social media stats

Twitter

Pinterest

Snapchat

*Pew Research Study 2021

Facebook Instagram LinkedIn			
Twitter Pinterest Snapchat			
YouTube WhatsApp Reddit			
TikTok Nextdoor			
	Twitter	Pinterest	Snapchat
Total	23%	31%	25%
Men	25%	16%	22%
Women	22%	46%	28%
Ages 18-29	42%	32%	65%
30-49	27%	34%	24%
50-64	18%	38%	12%
65+	7%	18%	2%
White	22%	34%	23%
Black	29%	35%	26%
Hispanic	23%	18%	31%
Less than \$30K	12%	21%	25%
\$30K-\$49,999	29%	33%	27%
\$50K-\$74,999	22%	29%	29%
More than \$75K	34%	40%	28%

Social media stats

YouTube

WhatsApp

Reddit

Facebook
Instagram
LinkedIn

Twitter
Pinterest
Snapchat

YouTube
WhatsApp
Reddit

TikTok
Nextdoor

	YouTube	WhatsApp	Reddit
Total	81%	23%	18%
Men	82%	26%	23%
Women	80%	21%	12%
Ages 18-29	95%	24%	36%
30-49	91%	30%	22%
50-64	83%	23%	10%
65+	49%	10%	3%
White	79%	16%	17%
Black	84%	23%	17%
Hispanic	85%	46%	14%
Less than \$30K	75%	23%	10%
\$30K-\$49,999	83%	20%	17%
\$50K-\$74,999	79%	19%	20%
More than \$75K	90%	29%	26%

*Pew Research Study 2021

Social media stats

TikTok

Nextdoor

Facebook
Instagram
LinkedIn

Twitter
Pinterest
Snapchat

YouTube
WhatsApp
Reddit

TikTok
Nextdoor

	TikTok	Nextdoor
Total	21%	13%
Men	17%	10%
Women	24%	16%
Ages 18-29	48%	5%
30-49	22%	17%
50-64	14%	16%
65+	4%	8%
White	18%	15%
Black	30%	10%
Hispanic	31%	8%
Less than \$30K	22%	6%
\$30K-\$49,999	29%	11%
\$50K-\$74,999	20%	12%
More than \$75K	20%	20%

*Pew Research Study 2021

Social Media – pay attention to changes

Strategy

2023 Facebook Algorithm: How to Get Your Content Seen

Find out how the Facebook algorithm ranks content in 2023 and learn what it takes to get your posts seen on the platform.

Christina Newberry

February 22, 2023



Hootsuite - 2023

Social Media – pay attention to changes

As of 2023, the Facebook algorithm determines which content is most relevant to a particular user based on three main ranking signals:

1. **Who posted it:** You're more likely to see content from sources you interact with, including friends and businesses.
2. **Type of content:** If you most often interact with video, you'll see more video. If you engage with photos, you'll see more photos. You get the idea.
3. **Interactions with the post:** The algorithm will prioritize posts with a lot of engagement, especially from people you interact with a lot.

Hootsuite - 2023

Social Media: Video = Engagement

Even short videos will increase your presence in the feeds of those who follow you.

**Use a “tease” headline to interest people.
Don’t tell the whole story in the text!**

Thornton example



Drive people to your website!

Why?

You Don't Own The Content on Social Media sites It can go away . . .



What to do when it goes sideways

thorntonco.gov/government/communications/Pages/actual-factual.aspx

City of Thornton

Business City Services Community Government Public Safety Recreation

City of Thornton Official Site → Government → Communications → Actual & Factual

City Voice Newspaper

Communications

My Thornton

Thornton 8

Thornton News Releases

Thornton Newsroom

T-mail Weekly News Brief

ACTUAL and FACTUAL

YOUR SOURCE FOR FINDING OUT THE FACTS
AND GETTING MORE COMPLETE INFORMATION ABOUT THE CITY OF THORNTON.

Actual & Factual

This page on the city of Thornton website is designed to provide the public with actual and factual information about city of Thornton events or topics *in specific instances* when information out in the public domain is either detrimentally incomplete or factually incorrect. The "Actual and Factual" webpage is used to provide references to factual information so that the public at-large can become informed.

We know the media has a job to do and most often gets the story correct and there isn't a need to respond to every story. But for those occasions when the information is incorrect or incomplete, you can turn to this page to serve as your source for finding out more complete information.

SUBSCRIBE TO T-ALERTS
EMAIL NOTIFICATIONS

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THANK YOU

How to contact me with questions:

Todd.Barnes@thorntonco.gov

“CML Media Questions”



THANK YOU FOR ATTENDING

Please don't forget to rate the session on the CML Conference App

Go to session & click on survey