

Leading the Narrative for Elected Officials

Media Strategies to Own Your Interview and Shape the Story



Welcome

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What Went Wrong



Why Do Media Relations Matter as a Public Leader or Official?

Builds trust and transparency

Humanize government leaders

Reinforces your brand

Ensures your message is heard

Fosters citizen understanding of community issues and values

“Media relations is leadership communication – a way to earn trust, explain your work, and inspire confidence.”

Understanding the Media Today



**An Opportunity for Effective
Collaboration and Partnerships – it's all
about Building Relationships!**

Access

Accuracy

Accountability

Emotions





Timeliness

Proximity

Uniqueness

Impact

What's Newsworthy?

Human Interest

Prominence

Conflict or Controversy

What's News Worthy?

Making the News - The Good

A News Pitch



What's News Worthy?

Making the News - The Not so Good

Clarifying Our Role - Off Camera



Preparing for Your Interview

(Always do the
Interview, but be prepared)





Key Takeaways

- Keep it simple
- WORK with the media
- Mic is ALWAYS hot
- Give a soundbite
- Stick to the facts
- YOU ARE THE EXPERT



Work with your Comms Team – set ground rules with reporters

Follow Your City/Town Media Policy

Stay aligned with Council/Manager priorities

Understand the topic

Represent Your City/Town, not just you

Create Talking Points/Key messaging

Social Media – a Powerful Tool





Your Interview



- ✓ Keep it brief – 10 sec. soundbytes
- ✓ Be confident, calm and poised; don't be defensive, show empathy, you care
- ✓ Nothing is off the record ever!
- ✓ It's ok to ask if you can do it over or clarify the question
- ✓ Reporters already know the answers
- ✓ Stick to the facts, no speculation or assumptions.
- ✓ Own the story – ok to say we messed up and we are going to fix it.
- ✓ It's ok not to know the Answer.
- ✓ Stay in your lane

Mock Interviews

Thank You!

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