

Media Training

 If the media doesn't get the facts from you, they will get the "story" from some else.
 f you help the media when they call you,

they will help you when you call them.

Goals for Media Training

To prepare for the unexpected To understand the way the media works

To know your role in responding to the media

To know your options for providing information

Goals for Media Training

Protecting yourself and protecting the City Best practices while being interviewed Knowing the do's and don'ts

Good Media Relations is Good Business

One responsibility of government is to communicate with residents about city services and issues that may affect their lives.

Good Media Relations is Good Business

One of the best ways to communicate is through the media; therefore, an important role of government is to establish working relationships with the media that make communication more efficient and effective. **Seeing media relations as a partnership

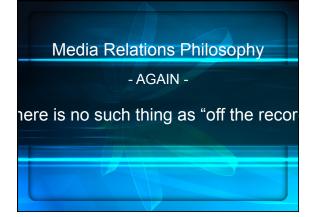
pays off.

Media Relations Philosophy

We are responsive; we talk to the media We tell the truth We are polite We correct mistakes Media Relations Philosophy

Give personal opinions cautiously. Recognize the media is just one way to talk to your community.

There is no such thing as "off the record



Reporters • General assignment reporter - cover various beats, no particular specialty - infrequent contact • Beat reporter - expertise and knowledge in a focused area - frequent contact with sources (Police, courts, legislature, schools and health often have "beat" coverage) • Investigative reporter



The Media News Cycle The Denver Post Deadlines daily by 7 p.m. Sundays – Friday afternoon Beat Reporters – Special Assignment Distribution falling for years Online presence via Web site

The Media News Cycle

Television Stations

Deadlines – Vary by show Planning and editorial meetings in a.m., p.m. Reporters – general/investigative Viewership – Down significantly More online content – platform diversity

The Media News Cycle Television Stations

Denver Metro Area – 1.6 million TV homes Colorado Springs/Pueblo – 354,000 TV Homes Grand Junction/Montrose – 70,000 TV Homes



Working With the Media - Mayor

Speak from a citizen's point of view Use language a citizen will understand If you can't answer the question – tell them why It is OKAY to not know - "I'll get you an answer Build rapport before the camera goes on

Working With The Media -Mayor

Be honest

Keep your promises Remember they are doing their job You are always "on" Nothing is "off the record"



Using Social Media - Mayor

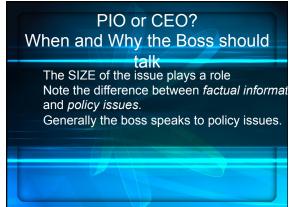
f you already have a Facebook page, also create a "official" elected position Facebook page. During a crisis-rely on staff for your social media pos Don't get political on social media Use your pages as a resource how your citizens that you are human...just like the

When the "News" is bad

If you screwed up, say so Don't err on a slow news day Try to get all the bad news out all at once (reduces the shelf life of the story) Be out in front of the story whenever possible (don't let media "uncover" bad news)

When the "News" is bad

Consider your best strategy News conference? Individual interviews? No inter Anticipate questions media will ask and develop talking points about those questions Does your incident impact other agencies? Have you talked with them?



PIO or CEO? When and Why the Boss should There are times the public simply needs to hear from the Boss/Chief. Show who is in charge and responsible Show support for officers and employees Send condolences to family members Calm or reassure the public



A Scheduled Interview

Confirm the topic Develop talking points Anticipate questions, including questions you may hope the reporter doesn't ask *Prepare written material (a takeaway for report

A Scheduled Interview

Tell the truth NEVER go "off the record" Limit your comments to known facts Don't exaggerate Don't speculate

A Scheduled Interview

Ask for clarification if you don't understand a que It's okay to say "I don't know " Follow up with - "I can get back to you with that Explain omissions; never say "no comment" Bridge comments - transition to what YOU want Use positive language

Types of Questions

False Facts – Incorrect information.

Hypothetical – Asks you to forecast a reaction.

Phantom Authority/Absent Party – No real source for comment – "Someone said." Solution: Do not answer a "I'm not aware of that i

n, but what I do kno

Types of Questions

Omniscient Authority – Expects you to know everyth

The Machine Gun – Multipart questions.

The interrupter – does not let you complete your the Solution: Ignore the interruption and answer the question later listen and say you'll address it after you finish. "As I was saving

Types of Questions

The paraphrase – Unfairly and/or inaccurately resta what you say: Solution: Don't get angry, just restate position carefully. "I may not have made myself clear."

Silence - Solution: Don't feel you have to fill voids.

Charged words - Question that has negative langu

The Ambush Interview

Ambush interviews are becoming more commo What leads a TV station to resort to this tactic? Silence on an issue can be your undoing... - Return Phone Calls – Appear Responsive -

The Ambush Interview

If it happens, DO NOT RUN... Reporters love to get f someone dodging a camera or putting their hand in front of the Remain calm – stop – look the reporter in the ey Listen to the report's question(s)

The Ambush Interview

Answer(s)— "It's important to me that we provide an accurate answer on that. In order to do that, I'm going to need a chance to do some research talk with others to get you a full and accurate ans "I'm not sure I have all the facts to provide you ar public an accurate answer to that right now."

Suggestions

Contact your Communications PIO immediat Have city staff record your interview Dedicate space on the city's Web site for responding to the media and clarifying for the general public.