Township Government

Tips for Effective Media Relations

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Objectives

• Recognize what is “newsworthy”
• Understand the reporter’s role
• Discover how to establish a positive rapport with the media
• Learn how to be proactive with your publicity strategy
• Master techniques for speaking with reporters
• Understand how to prepare for challenging circumstances
• Identify and implement messaging techniques
What Makes News?
Understanding the Reporter’s Role

Print vs. Broadcast Reporters
Creating Positive Rapport with the Media
Proactive Publicity Strategies

Establish your plan
Techniques for Speaking with Reporters

Remember your key messaging
Prepare for Challenging Circumstances

Be armed with information
Messaging Techniques

Control your message
Q & A
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