Township Government & Media Relations

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Establishing a Proactive Media Relations Strategy

Part 1
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?

Timing...Breaking News....The News Hook...Controversy
Understanding the Reporter’s Role

Print vs. Broadcast Reporters vs. Online
Creating Positive Rapport with the Media

*How...Why...When*
Proactive Publicity Strategies

Establish your plan
Techniques for Speaking with Reporters

Remember your key messaging
Messaging Techniques

Staying focused on message
Prepare for Challenging Circumstances

Know the facts...focus on message
Q & A
Navigating a crisis situation

Part 2
Objectives & Strategies

• Pre-Crisis Planning

• Crisis Implementation Strategies & Execution
Pre-Crisis Planning

• Establish a Crisis Communications team
• Identify and train spokespersons
• Identify third-party validators
• Determine and know your stakeholders
  - Constituents
  - Media
  - Employees
  - Community
  - Elected officials
  - Political Actors/Activists
Crisis Implementation Strategies Execution

- Assess the situation
- Activate internal/external communication and legal team
- Activate the spokesperson
- Finalize and adapt key messages
- Provide messaging to team, key stakeholders and third-party validators
Q & A