

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

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