

WORKING WITH THE MEDIA

We both serve the public

- ▶ Transparency
- ▶ Responsive
- ▶ communicative

WHAT PEOPLE EXPECT



- ▶ News today is immediate
- ▶ A story today may not be a story tomorrow
- ▶ We need your help to inform the public in a timely and accurate manner
- ▶ People believe they have a right to know
- ▶ No response creates doubt and suspicion

PEOPLE WANT INFORMATION NOW



- ▶ Broadcast news needs sound and video
- ▶ That means on camera interviews when possible
- ▶ We welcome your video and pictures

ALL MEDIA IS NOT CREATED EQUAL





FEEDING THE MEDIA





FEEDING THE MEDIA



- ▶ Go over questions with reporter before interview
- ▶ Let them know what you can't answer and why
- ▶ Give them as much information so they can form good questions
- ▶ Look at the reporter not the camera
- ▶ Be clear and concise with your answers

INTERVIEWS

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MY INFORMATION