WORKING WITH THE MEDIA

We both serve the public
WHAT PEOPLE EXPECT

- Transparency
- Responsive
- Communicative
- 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
MY INFORMATION

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