

# 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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