

Media Training

Public Communications Camp | Water Resources Center | Vancouver, Wash. | April 11, 2014

WE KEEP PORTLAND MOVING.





NEVER FORGET:

Who We Serve

Always remember that both city employees and reporters work for the public. It's an arrangement that should be respected.



What Is Important

These are key tips that are really important to keep in mind as you deal with media

1. Get to know them before you need them.
2. Be part of the solution.
3. Help feed the beast.
4. Be nice to photographers.

What Isn't Important

You may experience road bumps, but they're not important in the long run

1. Let the PIO handle today's crisis.
2. Leaders focus on this year's priorities.
3. Don't gripe, don't respond. (Except, 'Thank You.')
4. Remember the article you hated last June?
Right. Nobody else does either.
5. Corrections: Yes, but fast and courteous.

You Want Media?



Here are two key questions to keep in mind:

1. What do you have they need?
2. Do you know what they need?

What Reporters Need



Generally there are a few needs to keep in mind when working with any reporter

1. Deadline
2. Why readers care
3. Why editors care
4. SWAKS (or sometimes FLAKS)



What TV Needs

You should keep in mind the type of reporter you're working with

1. Weather
2. Kids
3. Safety
4. News You Can Use
5. NOW! NOW! NOW!



What Print Needs

Print reports work on a different schedule and have different objectives

1. Weather
2. Safety
3. News You Can Use
4. Explanatory
5. Next Week May Be OK

What They All Need

Though different, print and TV will have some needs in common

1. Visuals
2. Compelling Story
3. Conflict
4. Controversy
5. Easy

Events

If you're promoting an event, there are a variety outreach opportunities

1. Media Advisory
2. News Release
3. News Blog
4. Photos to Share

What Have You Got?

There are a number of tools you can use to help you tell the story

1. Stars (Elected Officials)
2. Experts
3. Safety Information
4. Community Pulse
5. Available Now?



Anything 'Sexy'?

There are other tools that may be particularly appealing to a reporter

1. Large Equipment
2. Kids
3. Animals
4. Safety
5. Scoop
6. Surprise
7. Available Now?



How To Prepare

A few things to keep in mind before you start working with the media

1. Know your values
2. Have supporting examples
3. Offer to follow up

Examples

Let's review some real-life examples of how to work with the media to tell stories



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Nothing Going On?

Your normal work may be of significant interest

1. We're prepared
2. Numbers back it up
3. Cliché optional
4. <http://www.kgw.com/news/Busy-airport-packed-freeways-as--233998071.html>

Dangerous Crosswalk



How we handled KOIN's reporting on a UPS employee hit by a truck

1. Lead with your values
2. Ingredients: Safety, surprise, solution
3. <http://www.youtube.com/watch?v=CI32X1a9HYE>

Bike Share Program

Portland's bike share program contractor faced criticism in New York

1. Forced to talk
2. Lead with the city's message
3. 'Holding them accountable'
4. <http://www.youtube.com/watch?v=CCV2Li4GMXQ>
5. Think Out Loud:
<http://www.opb.org/radio/programs/thinkoutloud/segment/when-will-portland-get-a-bike-share-system/>



Advanced Techniques

In certain circumstances, you may want to consider using one of the following:

1. Embargos
2. Records and meetings

Twitter Is Your Friend

Social Media offers a unique opportunity to reach out to the public directly

DAMAGE

PGE reported power outages in several counties, including Multnomah, Clackamas and Yamhill, at one point affecting about 10,000 customers. Power also went out at the Capitol in Salem. Clark Public Utilities worked to restore power to about 1,000.

The Portland Bureau of Transportation received 23 calls about downed trees in streets through Monday morning. In Wilsonville a 100-foot tree crashed through the roof of a home and pinned Jane Carrard in bed. Pete Scott of Tual-

1. Break the PIO loop
2. Tweets that make A1
3. Tell them what's important
4. Give them the pulse

Dear Santa ...

We used an unorthodox approach to start a conversation about funding



1. Don't try this at home!
2. Advisory the night before
3. Humor!
4. Star plus the news



I Hope This Helps!

Please feel free to reach out with any additional question you might have

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