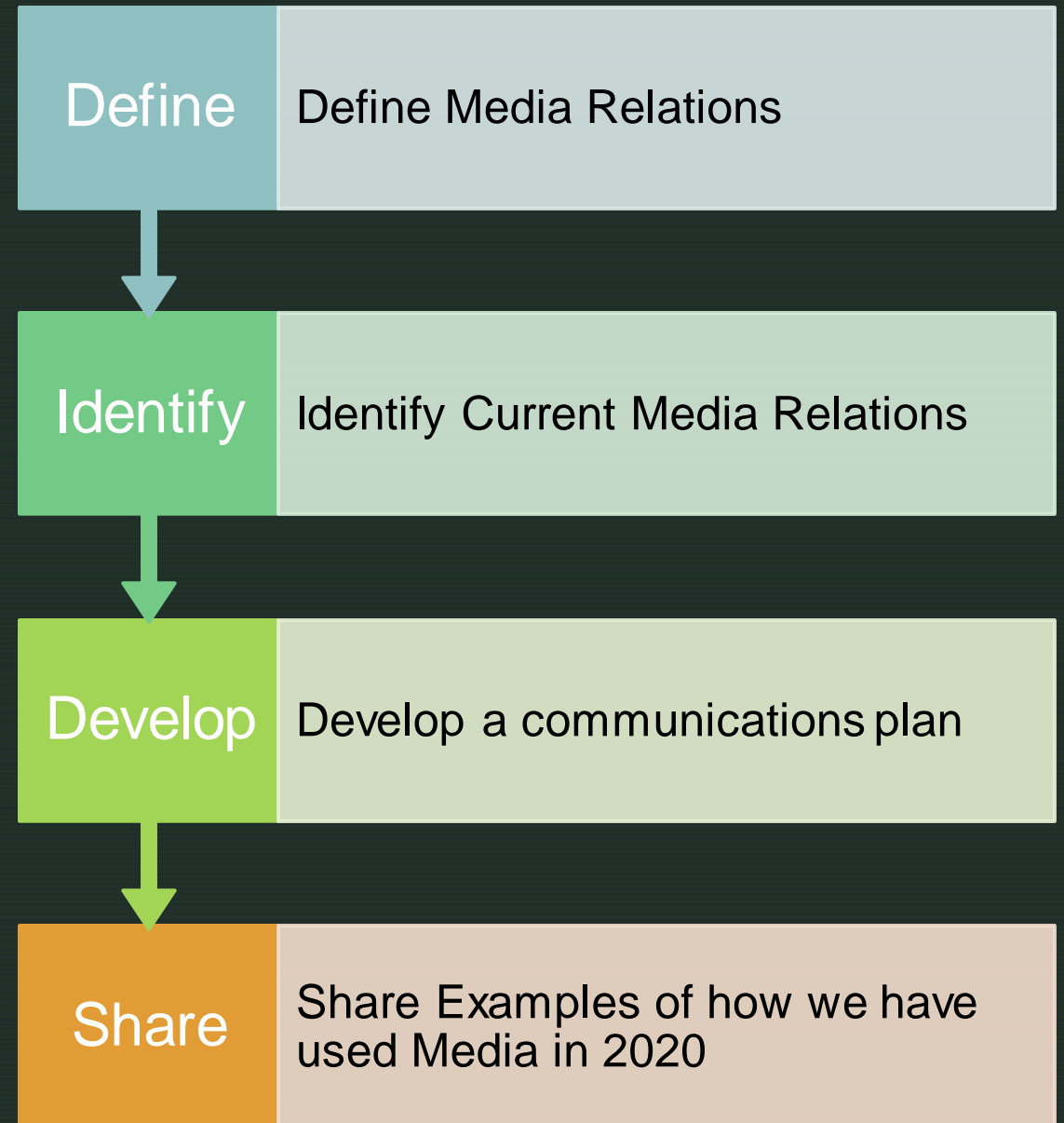


Local Media Relations for 2020

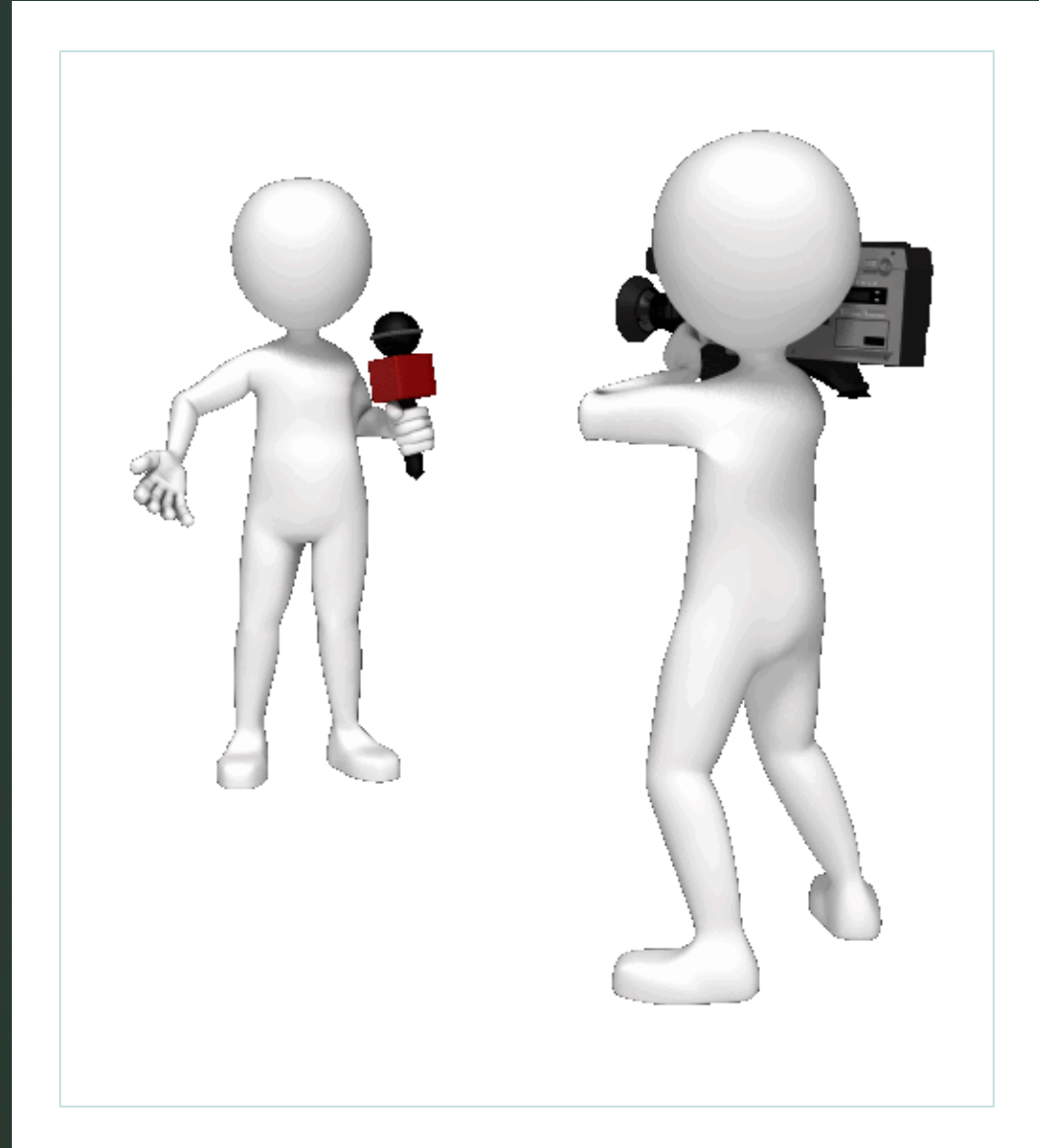
Mayor Derrick Wood
Town of Dumfries



Objectives



What does
media
relations
mean to
you?



▶ Define Media Relations

Media Relations involves working with **media** for the purpose of **informing the public** of an organization's mission, policies and practices in a positive, consistent and credible manner. Typically, this **means** coordinating directly with the people responsible for producing the **news** and features in the **mass media**.

Media Relations

Learning how to develop and manage relationships with reporters and editors is critical for getting information to your community that you want them to know.

Current Media Outlets

- Online Blog/Newspaper
- Printed News Paper
- Local television
- Social Media
 - Facebook, Instagram, Twitter, ect..



Communications Plan

A **communication plan** is your road map for getting your message delivered to your audience. It's an essential tool for ensuring your locality sends a clear, specific message with measurable results

▶ Sample Communications Plan

Pick a platform and set-up your accounts

Identify why you want to use the platform (think before you speak and stick to the plan)

Build your audience and make it know to them.

Develop and build relationships

Be prepared for negative headlines and things to be taken out of context.

Don't respond with your emotions. (Don't take it personal)

Drive your narrative by promoting it often

