Local Media Relations for 2020

Mayor Derrick Wood
Town of Dumfries
Objectives

Define
- Define Media Relations

Identify
- Identify Current Media Relations

Develop
- Develop a communications plan

Share
- Share Examples of how we have used Media in 2020
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, etc.
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