

## Media/Public Relations

### Media Relations:

Return calls promptly – begin with the end in mind.

What is your message? This is usually when you don't have control of the content.

Rates and quality of service – You rates are ranked \_\_\_\_, approved by the voters, customer service accolades.

Most stations are driven by the allegation – the tease.

Correct information – if there are crawls, request they are corrected and so are previous scripts.

News rooms are shrinking.

Clips – look for similar districts news.

Bring media guides.

### Public Relations:

How do you get your message out.

Branding, threading – revisit your collateral

Are you Green?

Participate in local events – chambers have outreach opportunities, festivals, fairs

Fees can be moderate – get out in the community and meet your customers

Northern Improvement – How I met Tanya was at a large scale development, annual homeowner's meeting – this provides how you can express your services and projects

Explain your purpose.

Guest article to local papers.

Crisis Management: After 9/11 there was much focus on security plans.

Topics I'm going to cover may not be new – but refreshed in managing your media and public relations.

How many of you send out press releases?

Host open houses – demonstrations of a project.

You do good, and every resident in your community needs the service your offer: put your efforts out in the universe. Post your customer service interactions, gallons throughput.

Involve children – do you have a park or some demonstration that could involve children or nature?

We have to be responsible for our own media. TV and print are not always going to attend your events.