

# **MEDIA ENGAGEMENT**

*A brief overview*

# TOPICS

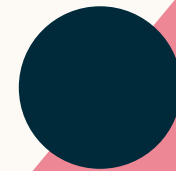
Media Relations Principles

Interview Planning & Preparation

Interview Attitude

Evaluation

Questions





# MEDIA RELATIONS PRICIPLES

- An organization should speak with one voice
- Do not expect to control the media's assessment of what is newsworthy
- "No comment" is never an option
- It's OK to say, "I don't know, but I'll find out."
- Consider reporters allies, not enemies
- The media enhances transparency and accountability
- Expect to get "dings" occasionally
- Scrutiny is more bearable when engaging with reporters with openness, candor, accuracy and in a timely manner



# INTERVIEW PREPARATION

- Make sure you understand the topic to be discussed
- Ask about the nature, length and eventual use of the interview
- Are you the appropriate person to speak?
- If the interview is based on a news tip, ask the reporter to identify the source of the information



# INTERVIEW PLANNING

## MEDIA & STAKEHOLDERS

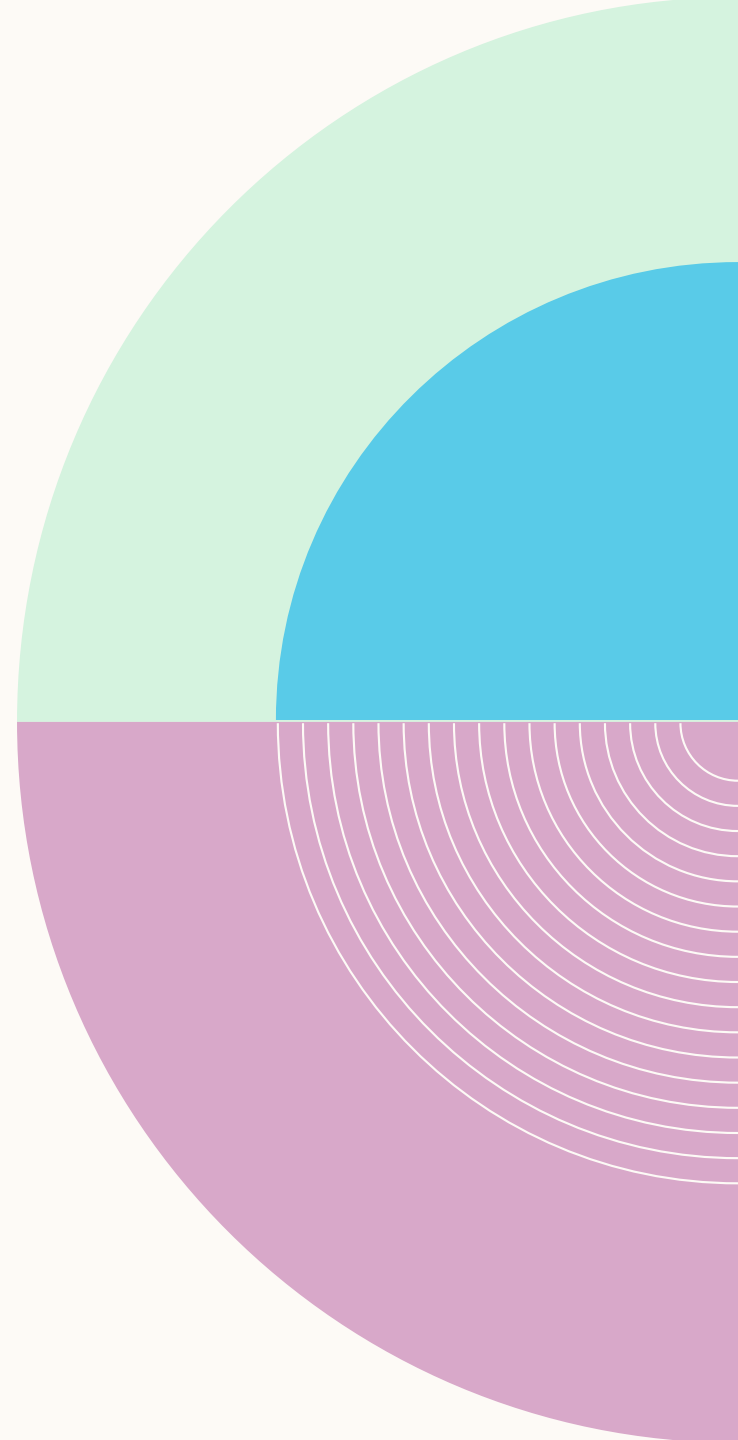
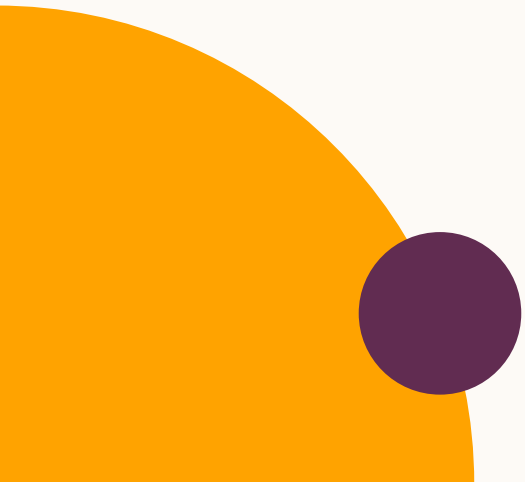
- **Key Stakeholders:** List groups most affected by the issue, project, etc.
- **Media Interest:** Why would the media be interested in this issue, project, etc.
- **Opponents:** List any groups or individuals who are likely to oppose you on the issue
- **Balance:** Think about the nature and credibility of opposing perspectives

## OBJECTIVES & STRATEGY

- **Awareness, Acceptance, Action:** Determine the impact you hope to make on your stakeholders
- **Message Tone:** Determine how you want your message to come across or could come across—calm, cautionary, responsible, confident, guilty, etc.
- **Power Words:** Identify powerful and memorable words or phrases you would like to incorporate

# SUMMARY

- Don't try to “play it by ear”
- Know yourself. Rely on your expertise and skills
- Know your audience
- Know what you want to say
- Know what impact you hope to make
- Anticipate the questions a reporter may ask





# INTERVIEW ATTITUDE

- Speak clearly
- Be honest
- Remain confident
- Remember your conviction
- Try to be credible
- Keep your cool
- Don't be intimidated



# AFTER THE INTERVIEW

**REVIEW YOUR  
PERFORMANCE**



**NOTE HOW THE  
REPORTER HANDLES  
THE INFORMATION**



**PUT IT BEHIND YOU**



**SPEAK WITH THE  
CITY MANAGER &  
COMMUNICATION  
PROGRAM  
MANGER IF  
MISREPRESENTED**



# LESSONS FROM TED LASSO





**QUESTIONS?**

The background features a dark teal color. On the left, a large, light cream-colored circle is partially visible. On the right, a large, light blue circle is partially visible, overlapping the cream circle. In the top right corner, there are several thin, white, concentric curved lines that fan out from the edge of the blue circle.

# THANK YOU

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