

When Public Safety Works with Media...

Planned Events

- Safety-focused events
- Award Ceremonies
- New equipment, facilities, teams, personnel, etc.
- Commemorative Ceremonies



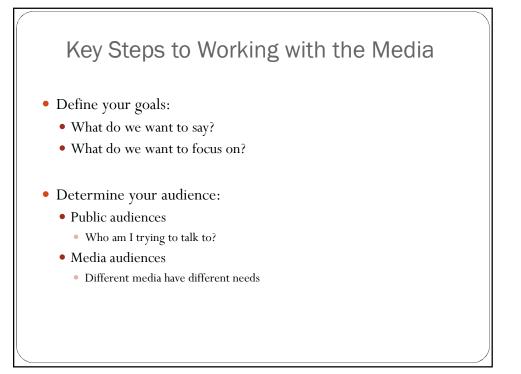
When Public Safety Works with Media... No-Notice Events Accidents Crime Scenes Fires Disasters Mega-disasters Other events: Scandals Criminal Investigations Accidents Unethical Behavior "Political" Issues Budget Hearings

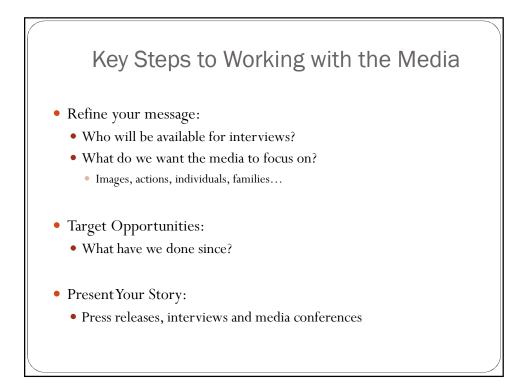
Existing Relationships

- Typically stem from No-Notice Event interactions
- High-stress environments
- Somebody needs to be the 'bad guy'
- Frequently negative messagingReal or perceived
- Will vary based upon size/capability/history of agency
- May be a tainted perception of the media

Media in your community

- Who is our media?
 - Television, radio, internet, newspaper
- Will we receive coverage?
- How did they cover our community 10 years ago and how have they since?
- Who has existing relationships with key media outlets?





Media Conferences

- Press Event or One-to-One
- Have Planning Committee present
- "Off the record"...
- Invite producers, editors and news directors
- Demonstrate an understanding of shared and unique goals
- Work cooperatively and take suggestions
 - Remember: They relay stories for a living and can help you tell yours.

