



Media training: 10 tips to communicate your project to the public

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Overview

10 tips

Practice interview

Agenda

Policy 02.02.010

- Spirit of openness
- Notify your PIO/Supervisor
- Most qualified person responds
- Respond in a timely manner
- Gather: reporter's name, news organization name, deadline, subject and contact information

STATE OF ALASKA DEPARTMENT OF TRANSPORTATION AND PUBLIC FACILITIES		POLICY AND PROCEDURE NUMBER 02.02.010	PAGE 1 of 2
Policy and Procedure		EFFECTIVE DATE August 20, 2007	
SUBJECT Media Communications		SUPERSEDES New	DATED
CHAPTER Administration	SECTION Correspondence and Communications	APPROVED BY 	

PURPOSE
This formalizes the policy and procedure (P&P) of the department on communicating with the media.

POLICY
It shall be the policy of the Department of Transportation and Public Facilities (DOT&PF) to:

- abide by a spirit of openness and cooperation with the general public in support of the mission of the department
- ensure media inquiries are addressed by the most qualified person available
- respond to all inquiries in a timely manner
- immediately notify the designated public information officer within each region of all media contacts.

Employees of the DOT&PF who speak to the media during the normal course of their business do so as representatives of the department.

The Regional Director of each region will designate a public information officer that will be responsible for all media communications. The Headquarters Chief Communications Officer has been designated as the individual responsible for all media communications for Headquarters and the Marine Highway System.

Definition
The term "media" shall include radio and television, publications of general circulation within Alaska and outside of Alaska, all trade and special publications, web-based publications and any advocacy organization that publishes or interprets material for public consumption.

Does your agency have a media policy?

Source of news
Expert perspective
Raise awareness
Change attitude
Build trust
Manage reputation

Why talk to the media?

1) Prepare your
message(s).

10 tips to communicate your project to the public.

1. _____
 - a. _____
 - b. _____
 - c. _____
2. _____
 - a. _____
 - b. _____
 - c. _____
3. _____
 - a. _____
 - b. _____
 - c. _____

10 tips to communicate your project to the public.

2) Use transitions.

10 tips to communicate your project to the public.

3) Start, and end,
with the most
important message.

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4) You are always
on the record.

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5) Be honest.

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6) Communicate
clearly.

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7) Be easy to understand.

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8) Talk about what
you know.

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9) Be mindful of
video.

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10) Never say,
“No comment”.

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Provide contact information.

You can follow up.

You can't control the story.

Correct errors (**if necessary**).

After the interview.

Practice interviews.

- 1) What are our messages?
- 2) Delivery.

Putting it all together.

1. _____
 - a. _____
 - b. _____
 - c. _____
2. _____
 - a. _____
 - b. _____
 - c. _____
3. _____
 - a. _____
 - b. _____
 - c. _____

10 tips to communicate your project to the public.

1. Why are you proposing to add poison to the water?
2. Are these chemicals safe?
3. Are you prioritizing eliminating weeds over the safety of salmon or wildlife?
4. How long will this poison stay around?
5. What are the next steps?
6. Anything you'

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Thank you. 😊