

Navigating Media

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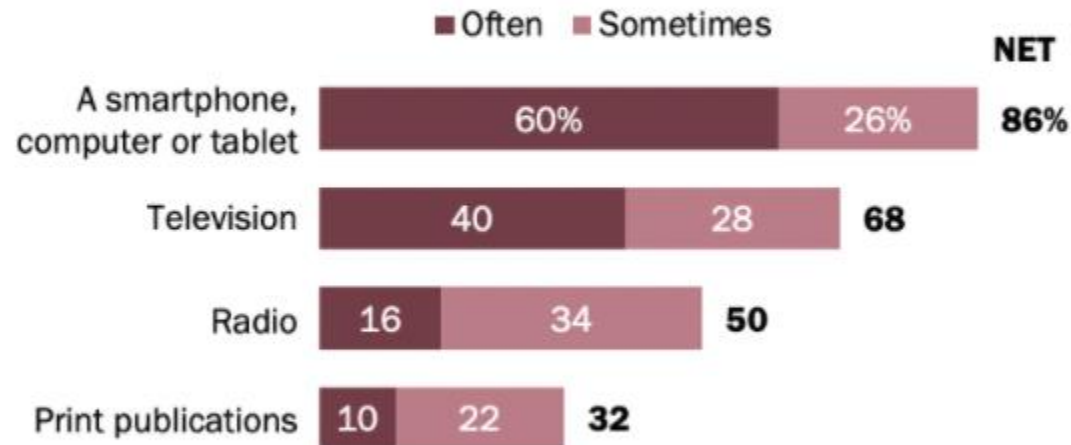
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86% of Adults Get News from Their Phones

Large majority of Americans get news on digital devices

% of U.S. adults who get news ____ from ...

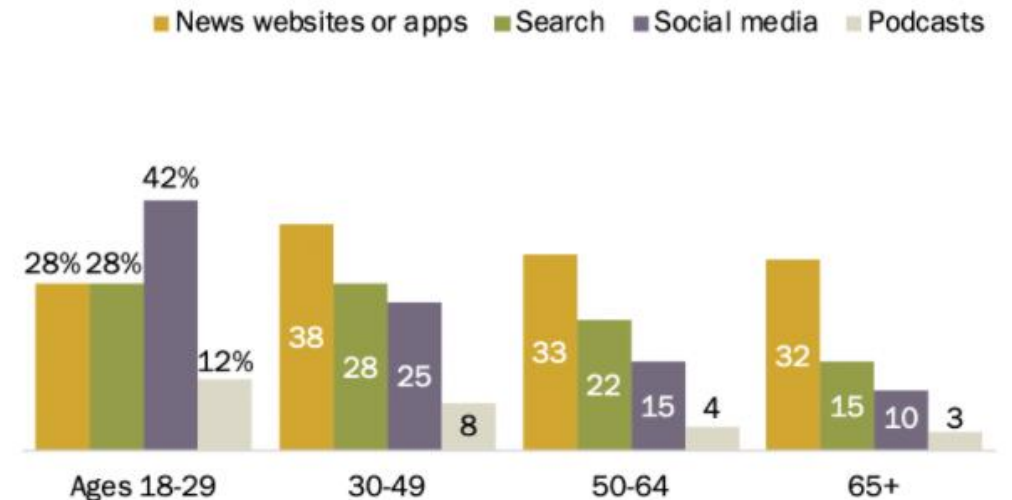


Source: Survey of U.S. adults conducted Aug. 31-Sept. 7, 2020.

PEW RESEARCH CENTER

Online, most turn to news websites except for the youngest, who are more likely to use social media

% of U.S. adults who get news *often* from ...



Source: Survey of U.S. adults conducted Aug. 31-Sept. 7, 2020.

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Today's news is 24/7

New rules and requirements

Reporters and the public are now
videographers and tweeters

Public Relations must do the same



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Reporters and Social Media



Reporter
retweeted



Covered by ABC7



#RestoreLGDF:

- Integrated Communications Plan
- Coalition Building
- Messaging
- Traditional Media
- Social Media





Lincolnshire, IL @Lincolnshire_IL · May 20

Illinois villages have been making tough decisions during these difficult times. It's time for Springfield to do the same and protect local revenue. [#RestoreLGDF](#)

NOT RIGHT!

Illinois municipalities need the General Assembly to permanently restore LGDF to its intended 10 percent rate.

Restoring LGDF brings stability to municipal budgets and ensures consistent services for constituent

[#RestoreLGDF](#)



Village of Bartlett @bartlett.il · May 12

If you had a 20% cut in your household income, how would that affect you? "That's exactly what we're dealing with," if the state takes LGDF funds from local municipalities, says Bartlett Mayor Kevin Wallace. [#restorelgdf](#)



Village of Glenview @GlenviewVillage · May 11

The State of Illinois wants to take local dollars from Illinois cities, villages and counties to pay its own bills - but that money has been promised to municipalities. Springfield must [#RestoreLGDF](#) to its 10% rate.

NOT RIGHT!

Restore LGDF to Intended Levels

Legislation has been introduced in Springfield to restore LGDF payments to local communities back to 10%. The legislation would:

- Gradually restore LGDF payments to their 10% levels by 2025
- Lessen municipal reliance on property taxes for operating budgets and basic services

[#RestoreLGDF](#)

Village of Schaumburg @SchaumburgIL · May 20

Why is LGDF important? That money allows municipalities to rely less on property taxes. If LGDF funding is cut, municipalities lose revenue. [#RestoreLGDF](#)

NOT RIGHT!

LGDF cuts make it harder for municipalities to invest in:

- Critical Infrastructure
- Public Safety
- Economic Development

[#RestoreLGDF](#)

Results



No further
cuts to LGDF
dollars



Opportunity
to build on
momentum



Harder to cut
LGDF in the
future



Talks to
restore LGDF
underway

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Identify Storylines

- Positive Reflection of the Village, government or individuals
 - Events, new policy initiatives, human interest, etc.
- Negative Impact
 - Getting ahead of the story
 - Telling your side, providing a solution



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You get the phone call

Need a Response by EOD!

Name, outlet?

Telephone number/email?

Nature of your story?

Determine deadline?

Needs – interview, photo, visit?



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The Daily Herald is holding on Line 1!



"We are gathering more information and will be back to you in one hour..."

Acknowledge facts

Keep your word

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Reporters Will Ask About Conveying Information

- On the record
- Off the record
- Not for attribution
- Deep background
- No comment



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Create Key Messages

- Get all the facts
- Answer high-level questions
- Determine possible negatives
- Identify and develop primary focus points
- Identify supportive third parties
- Write a press release

Media Guidelines

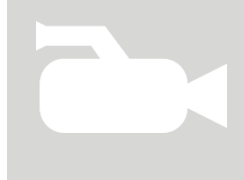
- Initial off the record discussion – I'll get more information
- It's important to you – we take these allegations seriously
- Find out what they're looking for – you want all the info you need
- Determine the messenger – Mayor, Police Chief, Village Manager, etc.
- Written statement or Interview? – less can be more



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Avoid the pressure to give more

- Stick to your message
- Update responses w/ more info
- Think before answering
- Demonstrate passion



Tools for
delivering
the message

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Message Delivery

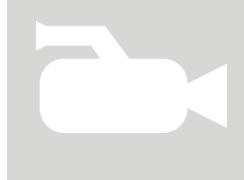
- Bridging
- Flagging



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Bridging

- Transitions, transitions, transitions
- Use as foundation to add to info that has been provided
- Helps you stay on message



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Bridging

"And in addition..."

"What you should know..."

"The important thing is..."

"What I can tell you is..."



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Flagging

"It boils down to these things..."

"The most important fact is..."

"Here are the main issues..."

"Let me make one thing perfectly clear..."



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Strategic Communications
Public Affairs
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Media Relations
Social Media
Legislative Support
Relationship Campaigns

