

CML

# EFFECTIVE GOVERNANCE

Dealing with the media  
and getting your  
message out



# Managing your messaging – How the media environment has changed

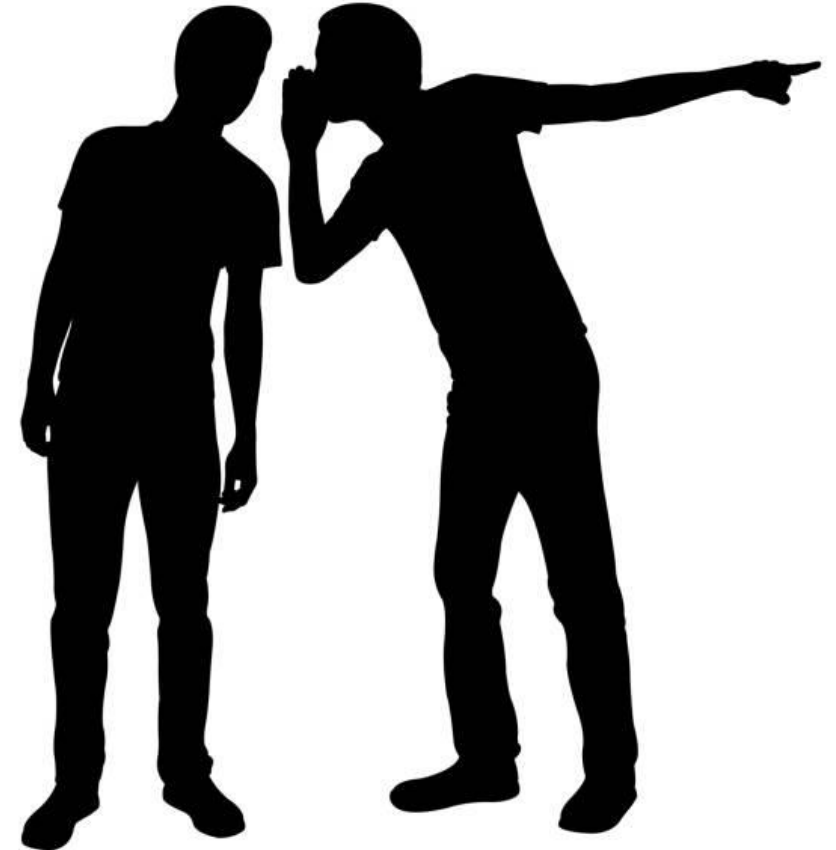
**Why (and how) should municipalities change  
their focus on managing their  
own messaging?**



# Why should municipalities focus on managing their own messaging?

If the media (OR the public) do not get the facts from you, they will get the “story” from someone else.

**AND** – it can happen quickly and be very difficult to correct.



**Why is it more important today than in the past?**

**How has the media changed?**



# Troubles in the newspaper industry

## **The Denver Post announces newsroom staff reductions**

Thirty jobs will be cut from the newsroom of The Denver Post in the coming months, Editor Lee Ann Colacioppo told her staff

## **Over 360 newspapers have closed since just before the start of the pandemic.**

The same pace — about two closures per week — was occurring before the pandemic.





The Colorado Sun



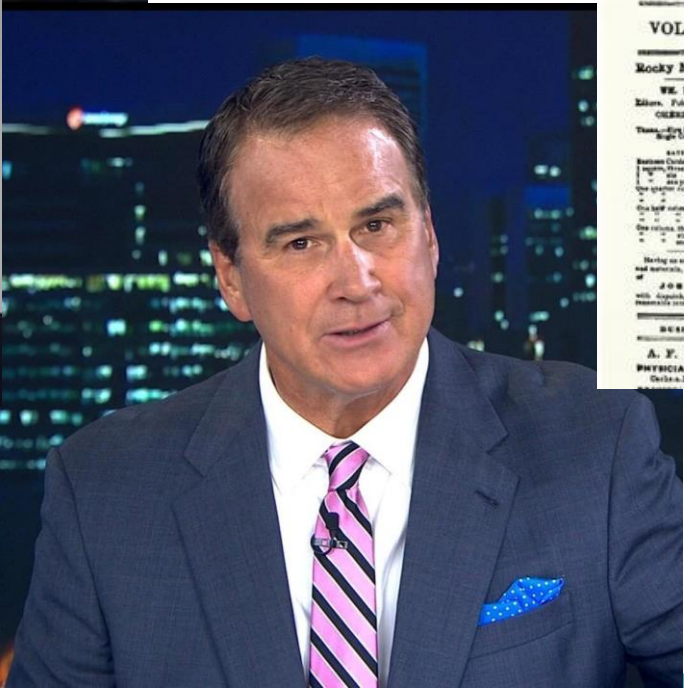
Colorado Community Media

The Denver Gazette

CML EFFECTIVE GOVERNANCE WORKSHOP



# How has the public-facing side of the media in Colorado changed?



# How has the public-facing side of the media in Colorado changed?





**Become an asset for the media/reporters.**

**Develop relationships, trust, respect – not just with reporters, but also with their managers.**

- **Help them do their jobs *well***
- **Create partnerships**
- **The dynamic does *NOT* have to be adversarial**



# Be proactive whenever possible

## DRIVE the message



*Getting ahead of the story is always a best practice.*

# Driving the message does NOT look like this!

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## PRESS RELEASE

FOR IMMEDIATE RELEASE  
Date: May 22, 2023

Contact: Tony Yzaguirre

**2022 DELINQUENT TAX NOTICES HAVE BEEN MAILED  
AVOID ADDITIONAL ATTORNEY'S FEES BY PAYING YOUR PRORATED  
OR ENTERING INTO AN ALTERNATIVE PAYMENT PLAN BY**

countytx.gov/wp-content/uploads/2023/05/PressRelease-May-2023.pdf of 24,043 delinquent tax notices for tax year 2022.



Press release

Vevey, 13 February 2019



## Nestlé announces the global launch of a new range of Starbucks products to enjoy at home

Nestlé today announced the launch of a new range of coffee products under the Starbucks brand to be available globally. The new range consists of 24 products, including whole bean and roast and ground, as well as the first-ever Starbucks capsules developed using Nespresso and Nescafé Dolce Gusto proprietary coffee and system technologies.

This is the first product launch since the two companies formally joined forces in August last year and created a global coffee alliance.

"Our two teams have done an outstanding job in just six months developing a range of new and exciting premium coffees, crafted with care and passion, combining Nestlé's coffee and system know-how with the Starbucks coffee, roasting and blending expertise," said Patrice Bula, Executive Vice President, Head of Strategic Business Units, Marketing, Sales and President of Nespresso. "With Nescafé, Nespresso and Starbucks, Nestlé now has the best coffee portfolio to delight consumers around the world," he added.

In the coming days, Nestlé will start rolling out these products in several markets across Asia, Europe, Latin America, Middle East and the U.S. Customers around the world will be able to enjoy their favorite Starbucks coffee at home when the products will become widely available in grocery stores and major online platforms.



**Too many press releases looks like this . . .**





# What does driving your own message look like?

- **Dedicated staff become the reporter(s).**
  - **Go to the sources you KNOW are informed.**
  - **Gather the facts.**
  - **Prepare people for speaking to the media.**
  - **Initiate contact with relevant media.**
  - **Develop your own plan to disseminate the information if there is no media interest.**
- \*\* Begin your own push \*\***



**What is the biggest *disadvantage* to being in a reactive posture for a situation?**



**When you have to react to a situation, the “story” is already out there.**

**Battling Fact vs. Fiction is more difficult**

# Become the purveyor of information

Find out where your residents are going for information and *meet them there.*



# Drive people to your website!

## Why?

You don't own the content  
on social media sites  
It can go away . . .





# Social Media – pay attention to changes

Strategy

## 2023 Facebook Algorithm: How to Get Your Content Seen

Find out how the Facebook algorithm ranks content in 2023 and learn what it takes to get your posts seen on the platform.

**Christina Newberry**

February 22, 2023



# **Social Media: Video = Engagement**

**Even short videos will increase your presence in the feeds of those who follow you.**

**Use a “tease” headline to interest people.  
Don’t tell the whole story in the text!**



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GOVERNANCE**

**Thank You!**



COLORADO  
MUNICIPAL  
LEAGUE