

## **EFFECTIVE GOVERNANCE**

Dealing with the media and getting your message out

## Managing your messaging – How the media environment has changed

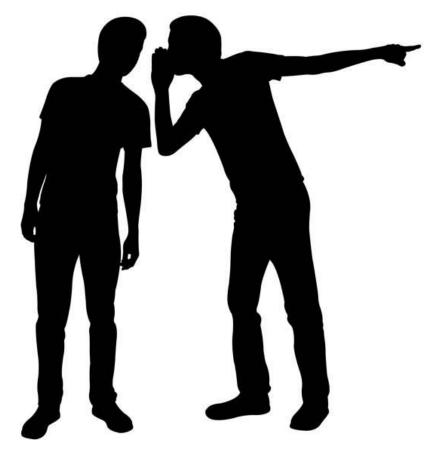
Why (and how) should municipalities change their focus on managing their own messaging?



# Why should municipalities focus on managing their own messaging?

If the media (OR the public) do not get the <u>facts</u> 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.





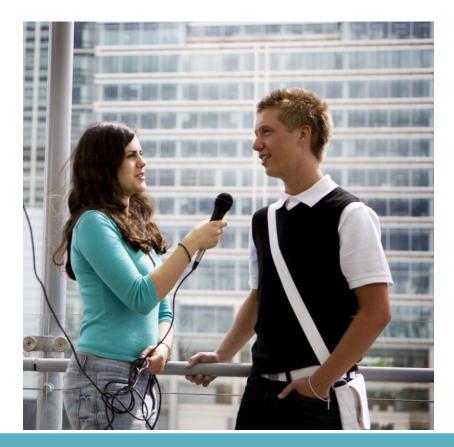
## Colorado Community Media

## The Denver Gazette



# 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 w their managers.

- Help them do their jobs <u>well</u>
- 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!



Release May 2023\_Page\_1





#### PRESS RELEASE

FOR IMMEDIATE RELEASE Date: May 22, 2023

**Contact: Tony Yzaguirr** 

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FOR IMMEDIATE RELEASE 21.11.2021 /PRNEWS.IO/

Phone: +1 929 214 17 9 Global Theme Exhibition to Launch in the US

In line with "US's Vision 2040", Global Theme Exhibition will provide a business platform for 20,000 attendees to make inroads into the theme market. In line with "US's Vision 2040" to transform the theme sector and develop strategic

partnership programs with local and multinationals institutions, firms, and experts. Under the patronage of the Ministry of Theme has announced the launch of the Global Unset the partonage of the animaty of strends has animaticed the animatical of the consolid Theme Exhibition - the US's premier theme platform for the global market to meet and

Taking place from 15-17 October 2021 at the International Exhibition Center, City, taking pace from  $1.5 \pm 1.7$  October  $2.5 \pm 1$  at the international conditions  $C_{MM}(x_{MM})$  and  $C_{MM}(x_{MM})$  industry professionals from across the globe are expected to

explore +500 international exhibiting companies showcasing the latest advances in According to Person, President:

"Diminishing market access barriers for foreign investment, coupled with huge investment in theme infrastructure, has positioned the US as a top-tier market for theme device manufacturers, services providers, and dealers and distributors from across the globe. manuacurers, services provinces, and occases and occasion result occasion and the service occasion of the service of the servi promote their products and services to a whole new audience of buyers and make

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 firstever 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 . .

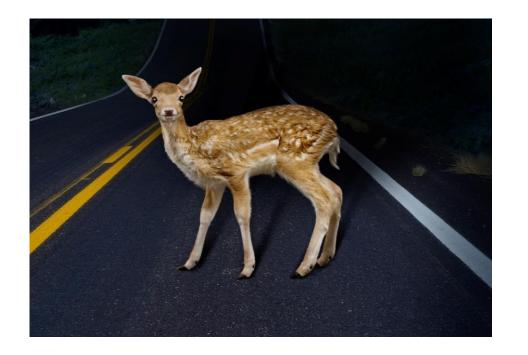




### What does driving your own message look like?

- Dedicated staff become the reporter(s).
- Go to the sources you <u>KNOW</u> 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 <u>disadvantage</u> 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 <u>It can go away . . .</u>





## 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!



## **EFFECTIVE GOVERNANCE**

## Thank You!



COLORADO MUNICIPAL LEAGUE