



# **MEDIA RELATIONS**

**Dick Kane**

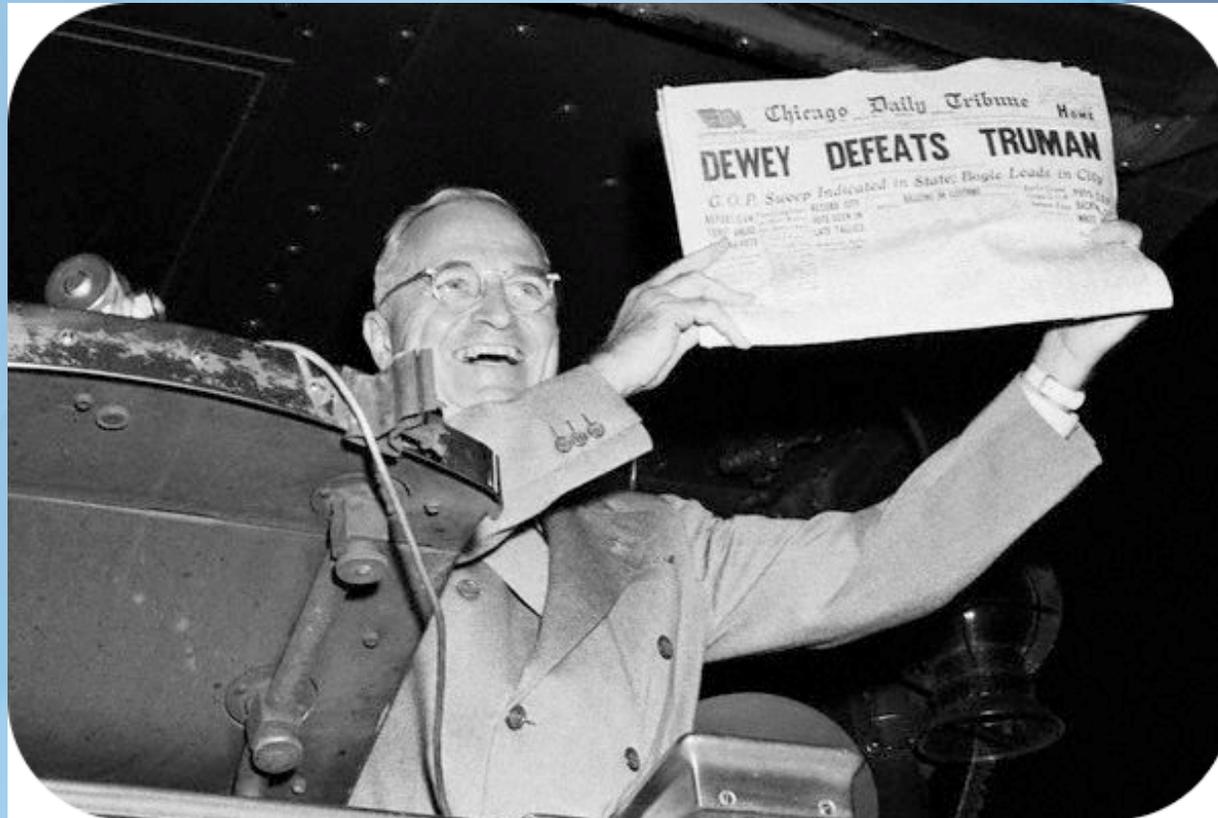
**Construction Academy  
August 5, 2014**

# Who am I?

- **Young, ambitious & green**
- **Not trained in journalism**
- **Don't know how DOT works**
- **Skeptical of any PR effort**
- **Don't like being manipulated**

MEDIA RELATIONS

# When Media Gets It Wrong 1948



**MEDIA RELATIONS**

# When Media Gets It Wrong 2012



MEDIA RELATIONS

# What to do?

- **Show it to a neutral party**
- **Talk to the reporter**
- **Write a response**
- **Speak to the editor**
- **Use Social Media**

MEDIA RELATIONS

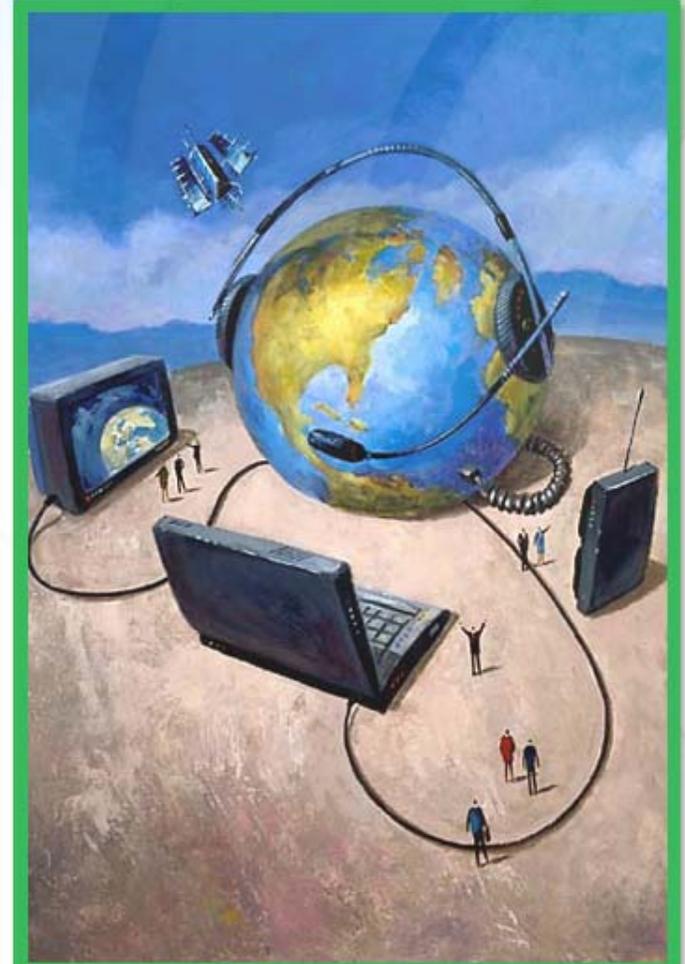
# Social Media



MEDIA RELATIONS

# TONIGHT'S TOP STORY

- **N-E-W-S**
- **Recent events**
- **Unusual or notable**
- **Negative**



MEDIA RELATIONS

# Negative Advertising



**MEDIA RELATIONS**

# Mike McCurry's "5Cs"

- **Credibility**
- **Candor**
- **Clarity**
- **Compassion**
- **Commitment**

MEDIA RELATIONS

# Jack Hilton

## “How to Meet the Press”

- **Be open**
- **Be honest**
- **Be newsy**
- **Be aware**
- **Be cooperative**

MEDIA RELATIONS

# **Jay Rayburn, Ph. D**

## **“Your Rights”**

- **Courteous treatment**
- **Not to be hurried**
- **Know major topics in advance**
- **PR counsel**
- **Make your own recording**

**MEDIA RELATIONS**

**YOU'RE ON!...3...2...1**



**MEDIA RELATIONS**

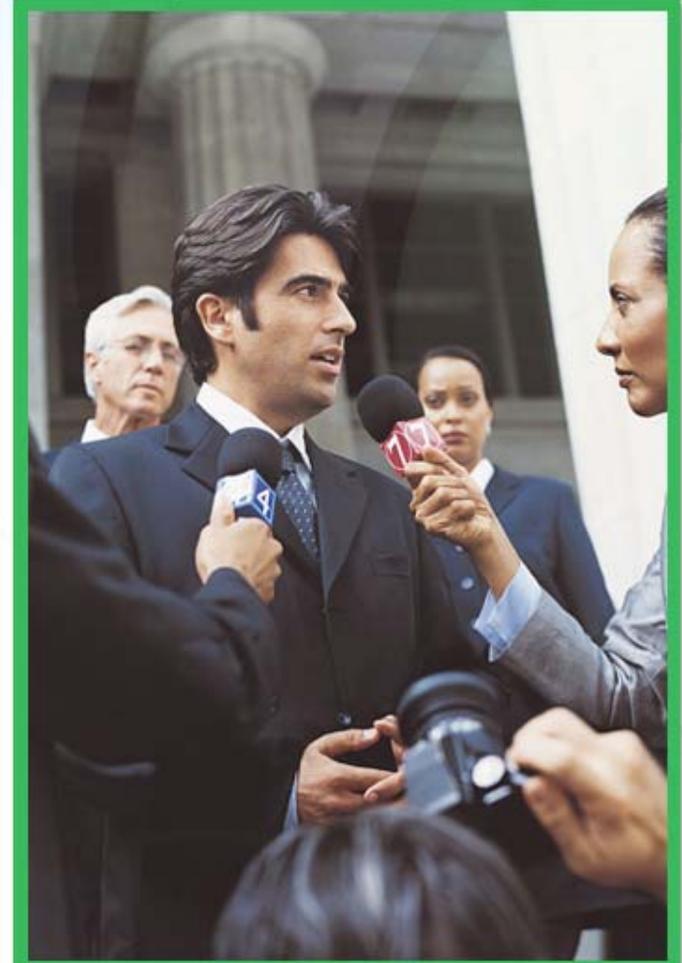
# THAT'S THE WAY IT IS



**MEDIA RELATIONS**

# ALWAYS

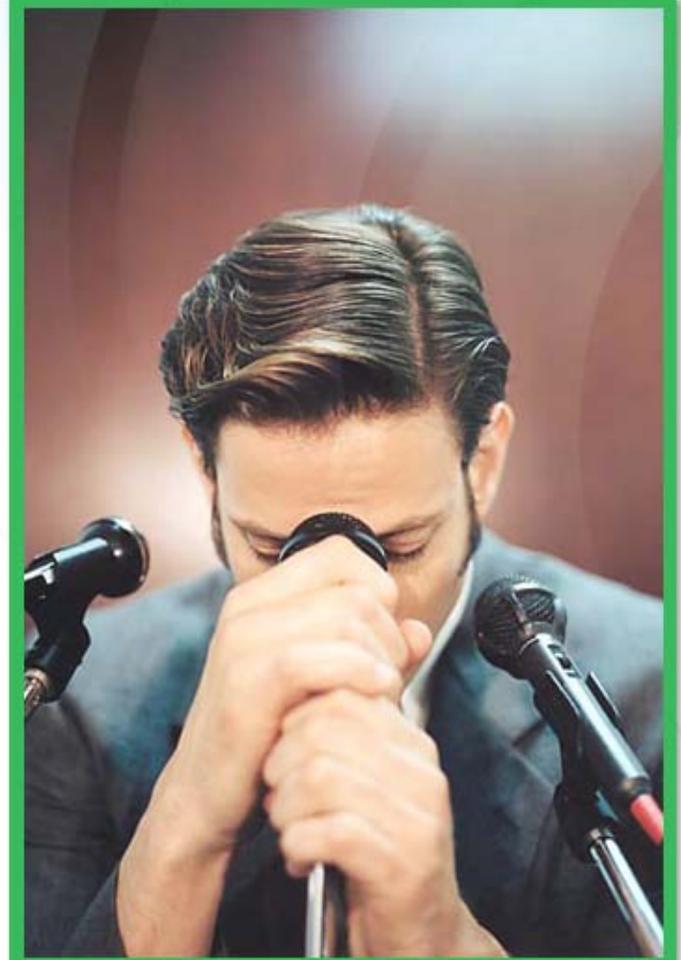
- **Be honest**
- **Be candid**
- **Be factual**
- **Be prepared**
- **Be responsive**
- **Be sensitive to deadlines**



MEDIA RELATIONS

# NEVER

- **Lie**
- **Guess**
- **Get hostile**
- **Give opinions**
- **Say “no comment”**
- **Go “off the record”**



MEDIA RELATIONS



**COMMUNICATE**  
in plain language

# Plain language

**Written communication to the public  
must be clear, concise, and  
free of needless words**

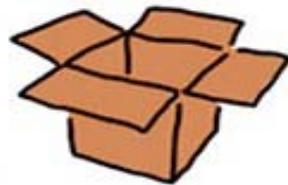
# What is plain language?

- **Clear language**
- **Only the information needed by the recipient**
- **Short sentences written in the active voice**

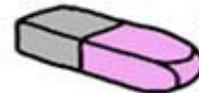


# Plain language

in other words...



cubic  
containment  
system



misapplication  
elimination  
device



follicle  
redistribution  
mechanism



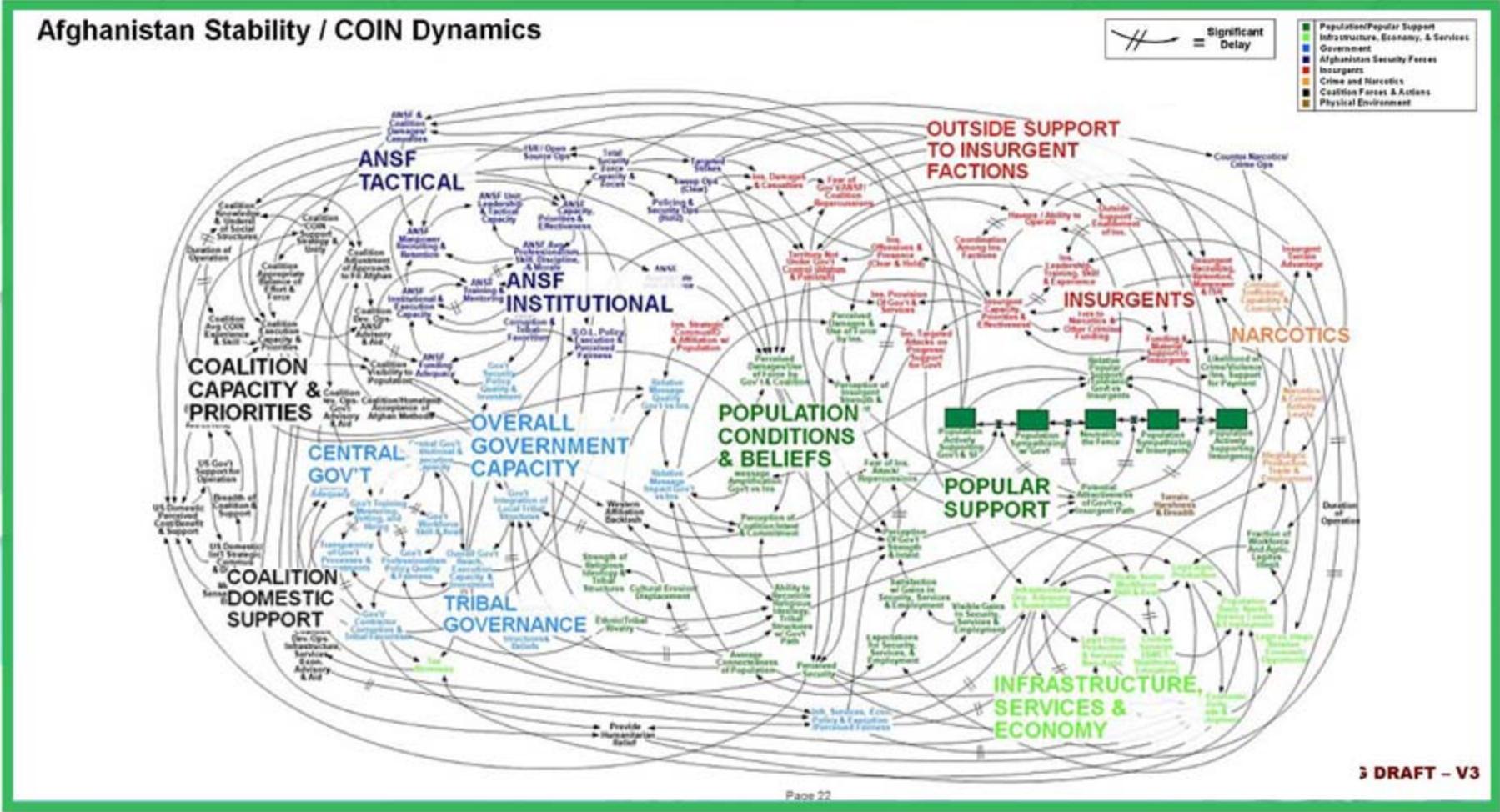
vermin de-infestation  
apparatus



horizontal tranquility  
terminal

© John Atkinson, Wrong Hands

# Layout and Design



# Plain language

- **Where have we been?**
- **Where are we going?**
- **How will we keep score?**

# Plain language inventory

**Presentations on agency websites, letters, notices, applications, reports, pamphlets and any other communication meant for public consumption**



# Lake Jesup



# **What is a plain language document?**

- **Uses few words as possible**
- **Audience can understand it**
- **Easy to look at and easy to read**

# **“Talking down to the public?”**

- **Does not mean baby talk**
- **Clear, concise language**
- **Short, easy-to-understand sentences**



# External customers

- **Did you get the info you needed?**
- **Was it written in plain language?**

# Internal customers

- **Are you using the plain language checklist?**
- **Do you find the checklist helpful?**
- **How has plain language affected your communications with the public?**

# Plain language benefits

- **Saves time and money**
- **Good customer service**
- **Reduces burden we place on public**

**What have you learned?**

