



introduction

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Floodplain Communications

- Know the Problem (Logic Model)
 - Local conditions – “Why Here?”
 - Contributing factors
 - Measure for accuracy
 - Improving vs Worsening

Floodplain Communications

- Communications Lifecycle



Floodplain Communications

- Building Capacity Increases Messaging
 - Develop partnerships
 - Add message channels
 - Hone your messages



Media Relations is KEY

1950

1960

1970

1980

1990

2000

2010

Three Universal Truths

- **Reporters have to compete for airtime every day**
- **Reporters don't know the market**
- **Reporters are lazy.**

- **Get to know reporters in your media market**
 - **Follow/Follow Back**
 - **Availability is almost as important as knowledge**
 - **Education takes time**
 - **Text messaging vs Press Release**
 - **Always be prompt**

WHO ARE REPORTERS & WHAT DO THEY WANT?

- Never assume that the reporter understands the story he's working on.



WHO ARE REPORTERS & WHAT DO THEY WANT?

- Assignment desks make reporters compete for airtime
- Little time for reflection and understanding



How We Think

- Data
- Economics
- Facts
- Logic
- Internally-oriented
- Head Knowledge

How Reporters Think

- Conflict
- Confrontation
- Damage/Carnage
- Fear
- External
- Struggle
- Heart Knowledge

COMMUNICATIONS PRIORITIES

- Give them something to talk about
- Keep 3 back-pocket ideas at all times
- Match your “problems” to real stories they can use
 - Weather is always a great topic and meteorologists love to do “stories”
- Talk to the community in your interviews

COMMUNICATIONS PRIORITIES

- Explain what is being done to address the problems.
- Be definitive and specific-not vague.

COMMUNICATIONS PRIORITIES

- Frame responses in public's self-interest—not yours.
- Remember: the reporter is not your audience or your friend
 - Don't try to please him
 - Do try to accommodate him
- Practice, practice, practice!

TELEVISION INTERVIEW TECHNIQUES

- Learn the art of sound bites.
- Look at the reporter, not the camera.
- Be confident, assertive. Never show anger and don't argue.
- Be in control – emphasize the positives.
- Use everyday English.
- Don't gesture wildly or fold your arms. Be natural.

Results for Mecklenburg County

- 97 interviews per year average
- 142 published stories/year
- Multiple airings: +/- \$300,000 value
- Trusted resource, positive affiliation



Example



The Daily Times

1950 1960 1970 1980 1990 2000 2010



questions?

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