

## Media Savvy

It is important that employees of public agencies understand public relations. A positive public reputation helps one to get their job done more easily.

To develop good public relations, work courteously and professionally with the public and media. Develop and disseminate story ideas to improve the agency's image. Write effective news releases. Work with the elected officials.

### Prepare for Interview

- What is the reporter's name and organization?
- What is the deadline?
- What is the reason for the interview?
- What is the focus of the story?
- Who else has been interviewed?
- What research has the reporter done?

Will the interview be live or taped? If live, prac-

tice possible questions and answers to gain comfort. If time is needed to gather information before the interview. Work out a time to call the reporter, and do so. The reporter is most likely working on a deadline.

Keep remarks short and to point. Reporters love snappy quotes. People who speak with colorful frankness, become sought-after sources. Instead of saying "no comment" explain why it's not appropriate to comment.

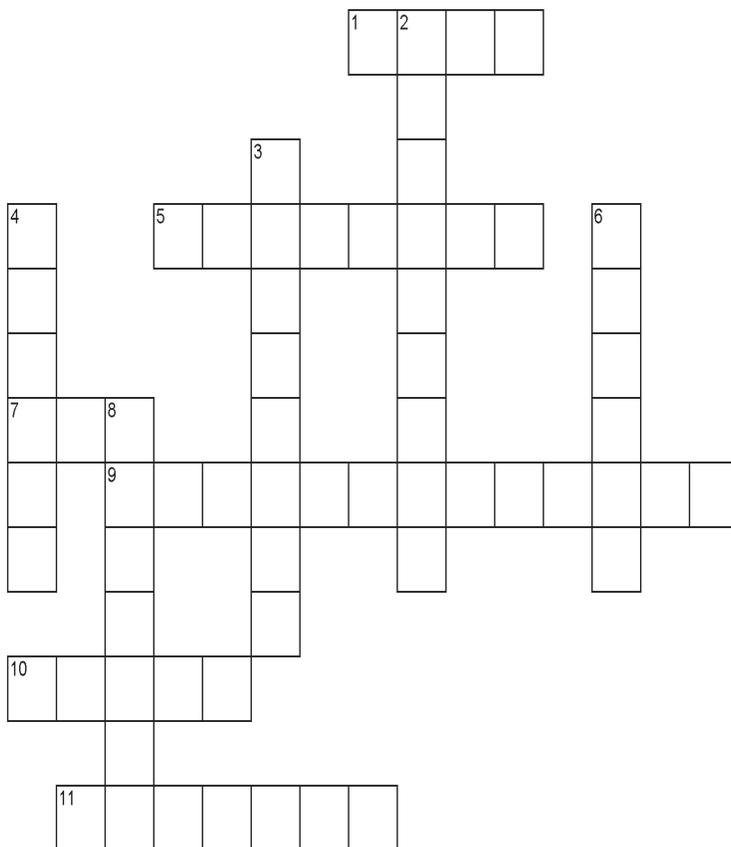
Many reporters gather information over the phone. If the conversation is taped, the reporter must inform the receiver.

Offer to fax or email supporting documents. This helps the reporter to get their facts right.

Source:

Making yourself media savvy, Nevada Milestone, Winter 2006, p. 13

### Test your Knowledge--Items in this newsletter



#### Across:

1. Becomes less effective a 18 F.
5. Deicing chemicals lower the \_\_\_\_ point of water.
7. \_\_\_\_ is a consistent approach to evaluate pavement.
9. The Roads Scholar Program will require a(n) \_\_\_\_ class beginning in 2008.
10. Salt \_\_\_\_ with a concentration rate of 23% risks failure.
11. Winter operation occurring after a storm.

#### Down:

2. Prevents pavement and ice from bonding.
3. \_\_\_\_ is the degree of road surface deterioration.
4. Reporters love \_\_\_\_ quotes.
6. Use Road Safety \_\_\_\_ to improve high crash locations.
8. Road \_\_\_\_ life is a way to access network condition.