MEDIA RELATIONS

Ari B. Adler
Director of Communications
Executive Office of Gov. Rick Snyder
THE FIVE W’S

· Who
· What
· Where
· When
· Why
THE FIVE W’S

- Who
- What
- Where
- When
- Why

“A lie gets halfway around the world before the truth has a chance to put its pants on.”
WHO

- You
- Your audience
- Your transmitter
- Your receiver
WHAT

- Event (timeline)
- Audience relation
- TV, Radio, Newspaper, Internet
- Goal of delivery
WHERE

- Event location
- Radius of event / coverage
- Reach
- Mobile? Office? Home?
WHEN

- Event
- Audience needs
- Media needs
- Best time or day for delivery
WHY

· Motivation / Reaction
· Alert? Call to Action? Awareness?
· Best format
· Care / Need / Want
RELATIONSHIPS

- Be human
- Be accessible
- Be accountable
BEST PRACTICES

- Have a media strategy for issues
- Have a media policy on who speaks
- Plan for proactive & reactive media
- Have consistent messages
- Have a goal and stick to it
BEST PRACTICES

- Know your audience
- Know your outlets
- Know your reporters
- Know your stuff
NO MATTER WHAT...

Some days you’re the windshield, some days you’re the bug.
NO MATTER WHAT...

Stephen Colbert @StephenAtHome
Pope Francis said the internet is "a gift from God." Sounds like somebody hasn't scrolled down to the comments section yet.

Jan 24
“Whether or not the surplus of misinformation doled out yesterday is an inevitable byproduct of an information-addicted, ready-access environment remains to be discussed in future days and weeks. The news organizations of the three major networks are staffed and organized so that no effective system exists during coverage of a crisis of global sport to screen out rumor, gossip, hysterical tale-telling, hearsay and tongue-wagging.”
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~ The Washington Post, 1981
THANK YOU!

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