



### Floodplain Communications

Communications Lifecycle



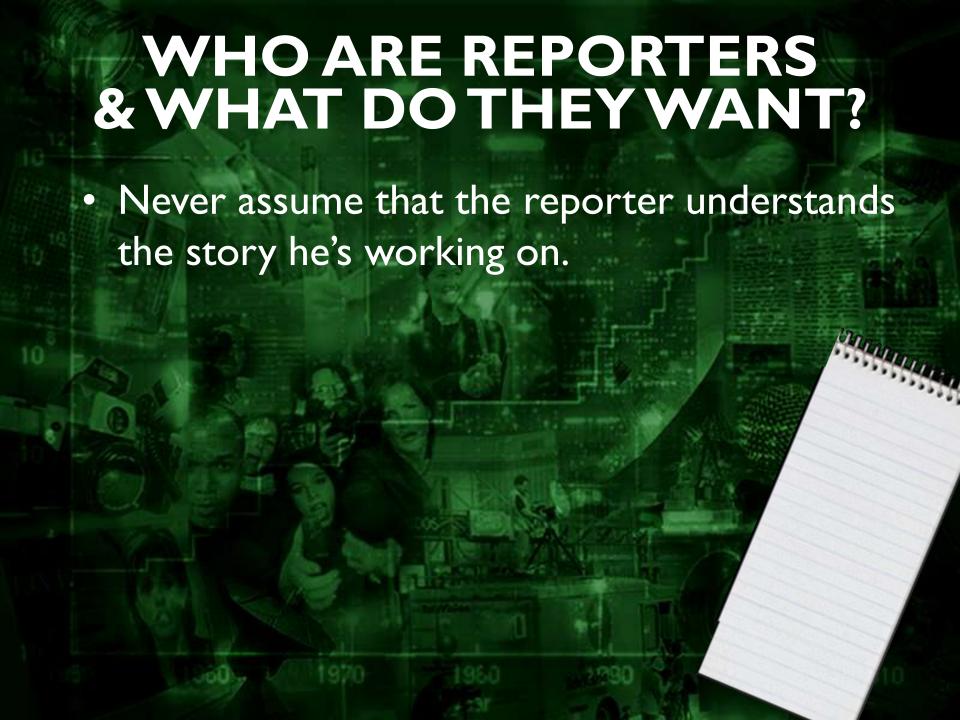






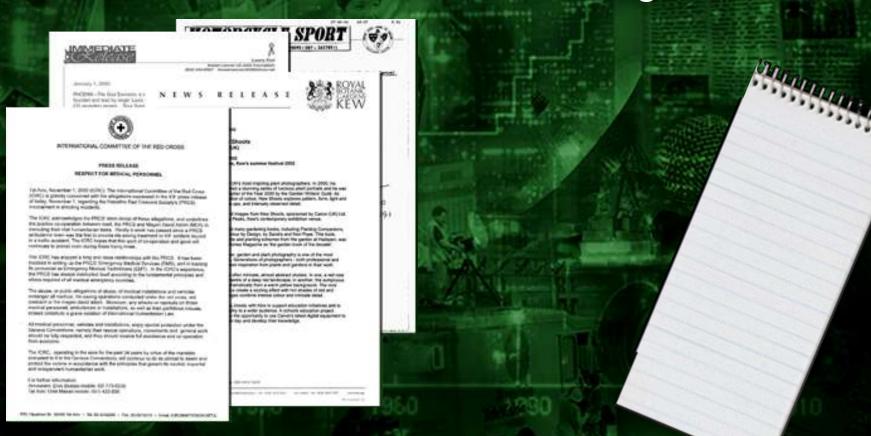
- Reporters have to compete for airtime every day
- Reporters don't know the market
- Reporters are lazy.

- 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?

- 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

- 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.



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





