

Using the Media to Get Your Message Out

Roberta Jasina gave an enthusiastic presentation that concentrated on building a beneficial relationship with your local media. By using the media correctly your department will be able to get the community to love you and will allow you to get your message out there. Good PR gets the good people in the parks. Roberta noted that a good press release is vital when using the media to promote a department or event. The perfect press release can bring a lot attention and participation to your parks system. This session also described how to cost effectively make your department's events stand out amongst others. Finally, she relayed the importance of preparing for the occasional but inevitable bad publicity and how you can make it beneficial to you.

(A Power Point did not accompany this presentation.)

Media Management

The presentation highlighted how to secure media attention. Key items included:

- The media can be used to your advantage (i.e. avoid budget and staff cuts).
- Media attention can be used to teach the public about your parks and programs.
- How to write the perfect press release.
- Common mistakes made in press releases.
- Preparing for an interview.
- Tricks that reporters use to get more information than you would like to share.