



CPSC Resolution Adoption Media Instruction Guide for Cities & Counties

Delegate this assignment to appropriate staff person, i.e., Public Information Officer, Public Relations and/or Marketing employee, City Manager, Assistant City Manager, etc.

Designate a liaison who will deal directly with media - arranging interviews with spokesperson, providing media outlets with photographs, video or other collateral materials - if other than staff person above.

Designate a spokesperson (i.e., Mayor, City Manager, County Supervisor, etc) for any interview requests that may arise. This person should not only be well informed on the issue, but preferably be lively and engaging, someone who is articulate on the topic and poised in front of a camera, and who will translate the message well on television, print and radio.

Customize template news release:

Insert your city and/or county logo to top left of page

Be sure to add your "Contact" information above news release headline

Input city and/or county and municipality or jurisdiction in all appropriate spaces

Review resolution clauses and select those appropriate for your city and/or county's effort and delete any clauses that do not apply

Add contact phone number at end of news release

Develop contact list of local and/or regional media outlets including radio, television, websites and newspapers. Build media lists in various sectors. Look for, and keep in contact with, beat reporters in the following categories:

Business

Environment

Features

Municipal/city

Government

Also, look for areas and coverage which may overlap (i.e. education, election/political).

Think strategically about context, timing and placement of news stories (i.e. never issue a release on a day when you know there is major breaking news).

Obtain email addresses for assignment and news editors at these media outlets.

Issue news release to media contacts via email immediately after adoption of CPSC resolution.

Make follow up calls to media outlets. Verify they received the news release. Offer additional information and/or interviews with designated city/county spokesperson.

Obtain copies of all media coverage for file (i.e., TV news clips, newspaper articles and radio spots).

Update media contacts on any developments regarding your CPSC support and resolution. Look for ways to repurpose coverage, i.e. video links on website, make highlight clips available to TV reporters, etc.

Don't be discouraged if your release isn't covered immediately. Due to breaking news and/or unforeseen circumstances, news outlets are often forced to change their editorial plans at the last minute. News releases can be altered and tailored to have the same impact at a later date.

Create strong and lasting relationships with media:

Develop a good sense of the beats they cover and the types of stories they write. Ask print media for content planning calendars and schedules, commonly referred to as Editorial Calendars.

Sharing information with the CPSC:

It is important for supporters to provide the CPSC with links to any and all media coverage, i.e. video links, TV highlight and newspaper clips, radio spots. Please forward all such information to Heidi Sanborn at heidi@calpsc.org .