



2015 WEBINAR SERIES

201 Media Training

GETTING POSITIVE NEWS COVERAGE



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Why PR?

- Increases visibility
- Gets your message heard
- More believable than ads



Understanding Today's Newsroom



Understanding the Newsroom

- Print: trade/consumer, newspapers, mags
- Broadcast: TV, radio, cable
- Internet: LinkedIn, Facebook, Twitter, etc.



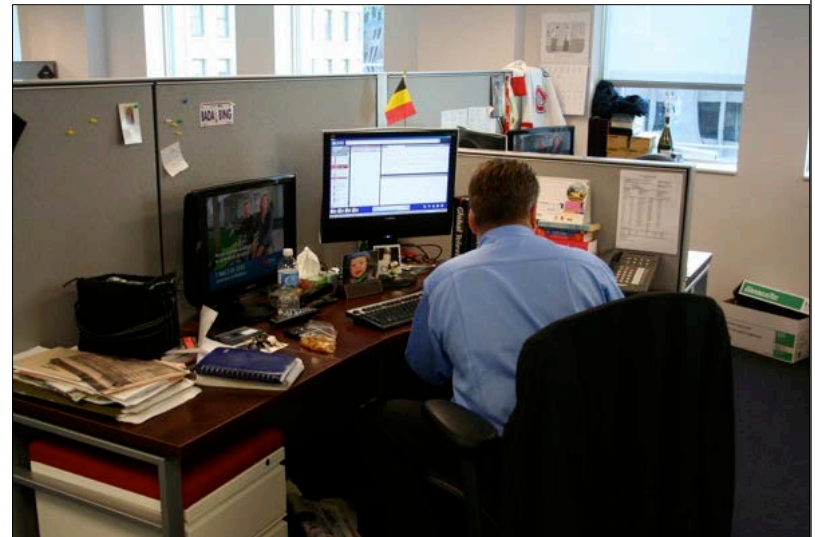
Understanding the Newsroom

- Experiencing an identity crisis
- Understanding newsroom is 24/7



Understanding the Newsroom

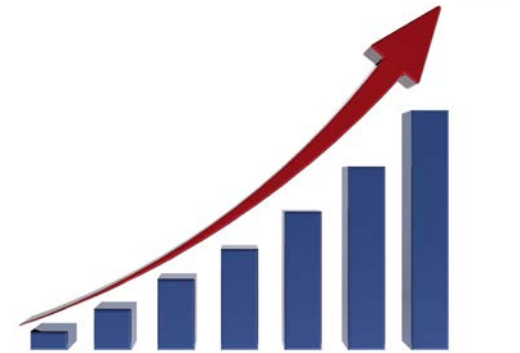
- Challenges for journalists
 - Learn new technology, skills
 - Create consumer engagement
 - Under time pressure



Messaging

Messaging

- Decide if it's news
- Appeal to target audience
- Use anecdotes, stats
- Represent you, facility, IBTTA, industry



Messaging: Key Tolling Messages

- Toll roads mean safer roads, less congestion, more predictable trip times, greater mobility.
- There are no free roads--we need to pay for upkeep and new roads one way or another.
- Whether you live in a blue or a red state, everyone agrees--our nation's roads are failing; we need to fix it.
- Question is: "How do we pay for road repairs?"

Messaging: Key IBTTA Messages

- Founded in 1932, the International Bridge, Tunnel and Turnpike Association advances toll-financed transportation and represents the owners and operators of toll facilities and the businesses that serve them.
- Through advocacy, thought leadership and education, IBTTA members are implementing state-of-the-art, innovative, user-based transportation financing solutions to address our nation's critical infrastructure challenges.
- Representing 60 toll agency members, IBTTA members hail from 35 states, more than 20 countries on six continents.

Responding to Questions

Responding to Questions

- Direct: answer question as it's asked
- Bridging: return to key message
- Redirect: acknowledge question, change direction
- Restate: change unacceptable into acceptable
- Clarify: ask interviewer to repeat question
- Selective: answer 1 in a series of questions

Handling a Crisis

Understanding the Crisis

- Know the three stages:
 - Before
 - During
 - After



Understanding the Crisis: Pre-Crisis

- Identify potential issues
- Take action
- Create a plan
- Prepare messages



Understanding the Crisis: During the Crisis

- Use plan
- Gather facts, team
- Deliver messages
- Consider audiences



Understanding the Crisis: After the Crisis

- Assess:
 - What did you do well?
 - What needs improvement
- Update plan
- Minimize damage, preserve brand



Case Study

If a tree falls on a toll road ...

- Creating a crisis:
Failure to see the forest for the trees
- Botching the response: Tittel abhors a vacuum



If a tree falls on a toll road: Lessons learned

- Responding to public needs be consistent and from EVERY department -- not just media or marketing departments.
- Understanding that you need to share the full set of facts. If not, you're asking for trouble.
- Writing a good story from the start is easier than editing a bad story to change the ending.

New dynamics in the newsroom

- The aggregators don't care about you: The "God bless you" toll collector
- "Nothing wrong we can't fix in the mix"
Post first, seek comment later



What's Next?

- Newsroom is still being transformed today. Challenging to predict what the newsroom will look like in 2025.
- Standards are changing--when the facts don't appeal to the search engines.



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