



Media Relations

Dealing with the media



Presentation by John Bender
TML Consultant
February 20, 2014



Media Relations

No Comment





Media Relations

Even worse:

“Phone calls and emails to the office were not returned.”



Media Relations

What “no comment” says:

- **We’ve got something to hide.**
- **The other side is right.**
- **We can’t get our act together.**





Media Relations

Every contact with the media is an opportunity to deliver a message.



Media Relations

Lawsuit Example

Family of Killed Cyclist Files Suit Against City of Lakeland

City Attorney Tim McCausland said he had not completely read through the lawsuit Thursday evening. However, he said that he does not think the city should be held liable, but that the court will make that determination.

"On behalf of the city, this is a tragic incident, and our sympathy goes out to all the people who were impacted."





Media Relations

Personnel Example

La Joya police chief fired amid political controversy

City Attorney Roberto Jackson, Jr. spoke to Action 4 News about their decision.

"We are moving in a different direction and it's in the best interest of the city," Jackson said.



Media Relations

Scandal Example

Company running red light camera program in El Paso allegedly bribed officials

Original article:

Juliet Lozano, spokeswoman for the city, referred all further questions about Redflex to the El Paso Police Department, which had not responded as of late Monday.





Media Relations

Scandal Example

Company running red light camera program in El Paso allegedly bribed officials

Updated article:

El Paso City Manager Joyce Wilson released this statement:
 "The City of El Paso will be monitoring the situation. It is important to note that the contract went through a formal bidding process and is monitored by the El Paso Police Department and the Office of Management and Budget directly," El Paso City Manager Joyce Wilson said.



"The City of El Paso nor its Police Department have not been contacted by any investigator relative to this issue. If anything of substance emerges from the allegations then the city would take appropriate action."



Media Relations

The "no comment" comment

"I can't comment on the specifics but I can say we are confident that we have a solid case and we are looking forward to presenting all the facts."

"Out of respect for the court and the judicial process, we will wait and make our case in the courtroom. That's all I can say at this point."



"I can't discuss the details but I want to assure everyone that we take these allegations very seriously and there will be a thorough investigation."



Media Relations

No comment needed

Assistant city attorney who police found outside naked resigns

A Gainesville assistant city attorney resigned last week amid allegations that he was prowling in and around a home while naked.



Media Relations

Dealing with the media



Presentation by John Bender
TML Consultant
February 20, 2014