BACKGROUND

• Role of the media
  - Historical
  - Free Society
• First Amendment
• Freedom of the Press

TYPES OF MEDIA

• Radio
• Television
• Newspapers
• Wire Services
Making the Most of the Media: The Regulator’s Relationship with Social and Traditional Media

**MOTIVATIONS**
- Business concerns
- Competition and ratings
  - Among different mediums
  - Sweeps
  - 24-hour coverage

**MEDIA RELATIONSHIPS**
- Different media sources
- Importance of Message
  - Develop
  - Practice
  - Sound bites

**MEDIA RELATIONSHIPS**
- Respond quickly
- Be accessible
- Educate
- Build trust
MEDIA RELATIONSHIPS

- Never let a mistake go unchallenged
- Don’t defend past mistakes
- Share the negative
- Own the positive

INTERVIEWS

- Always be prepared
- Stay in control
- Have your own message
- Anticipate questions
- Stick to the facts
- Be concise

POST-INTERVIEW

- Story review
- Follow-up questions
- Promised information
- Negative story-Don’t overreact
- Errors