

Media Relations Best Practices:

Introduction

Media relations are an essential component of your community outreach campaigns and a proven way to drive adoption. By effectively dealing with area media, the public can be aware of the many reasons to utilize Motorola Solutions, with promotion of various campaigns increasing awareness and the positive reputation of your organization. This is an effort that is low to no cost to execute, easily repeatable, and if sent to a media outlet electronically, the editor or other reporter will receive valuable information and be able to follow up with any questions. Using public relations (PR) materials that are provided in our Community Engagement and Marketing portal, the following guidelines will help ensure that you are able to maximize opportunities, awareness, and increase registrations.

Getting Started

Who should handle media relations?

Often an organization such as yours will have a Public Information Officer (PIO); the ideal person to handle media relations. If not, appoint one person (and a backup in case they are unavailable or media response is high) to spearhead these activities. The person should be familiar with how the service/product aids your emergency response and preparedness. It's important that one person be the main point of contact to ensure consistency and control over the messages and news you want covered; such consistency allows a relationship to develop with specific editors and reporters.

Who should I reach out to?

Local media outlets are very receptive to efforts that help your community. This includes daily and weekly community newspapers, web-based media outlets, as well as broadcast entities (radio and television). At times you may be in contact with influential area bloggers, or a wire service (i.e. Associated Press or Reuters) may have a reporter designated to cover news in your area – these are also considered 'good targets' for media relations. If your PIO does not already have existing contacts at such outlets, or you're looking to expand outreach, often local news outlets will have contact information listed on their websites. Consider the examples listed below in your search:

- **Assignment Editor:** The person responsible for funneling out news to reporters covering specific topics (referred to as "beats").
- **Community Editor:** Depending on the size of the outlet, the Community Editor will often have a list of reporters and editors to refer you to.
- **Editor:** Use this contact if there is no Assignment Editor available. Outreach to this person should start by calling and asking who would be the appropriate contact. If more

than one reporter or Editor shows interest, it is acceptable to send your information to multiple contacts and refine your media list as you learn more about the outlet.

What news should I provide to them?

If you are newly launching your Motorola Safety Solution, Community Engagement will provide you with a press release template. The press release is the “who, what, where, why and how” of the news, and you should always provide your contact information along with this so the media can follow up with inquiries and promotional opportunities. The template consists of basic information which you will be able to easily customize for your location, including a quote from one of your local officials. The quote should always review and approve of the information before it is distributed.

If you have already launched Motorola Solutions Safety Solution, Community Engagement will occasionally distribute additional media releases which you can use to further increase awareness in your community.

Tips for Dealing with the Media

One thing to keep in mind is that the media’s main concern is simply covering the news, and, they often share a common goal of helping their communities. That said, you should find them receptive to news about your Motorola Safety Solution, and will likely enjoy working with them and be able to develop a rapport.

Still, on occasion, some reporters can be aggressive. As a general rule of thumb, it’s important to remember to avoid saying things that you or your organization wouldn’t want to appear in the news. Here are a few tips to help if you do encounter an aggressive reporter:

Be Responsive

Reporters are often on a deadline or have pressing questions. Therefore, it’s important to respond promptly or let them know that you will be available soon. This ensures that they understand you are not avoiding them and prevents them from reporting that you would not return calls.

Postpone tricky questions

Sometimes reporters ask questions you might not have an immediate answer to. In this case, it’s acceptable to say that you will see if you can find an answer and get back to them. Also, a reporter may ask an unrelated or uncomfortable question, or be overly-aggressive. If that happens, say you have “no further comment at this time” and feel free to contact Community Engagement at nicole.bell@motorolasolutions.com

Keep on Subject

Sometimes a reporter will use news to try to find out about other public safety or departmental issues. If unrelated questions arise, say you have no comment, and remind them that you'd like to focus on the the AppArmor news.

Avoid "off the record"

While the majority of the media is honorable, on occasion, a reporter may ask for an "off the record" conversation which could find its way into a news story. A best-practice is to entirely avoid any off-the-record conversations.