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Question 

What is one question that you would never want to be asked during an interview with the Media?

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Internal Communications 



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External Communication 

- Communication is a Two-Way Street
- What is the Goal?
  - Providing Emergency Information
  - Answer Questions and/or address concerns
  - Inform the public on programs, services and/or projects
  - Prevent Rumors and/or Misinformation
  - Solicit Feedback and/or Build Consensus



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### Using Technology

- Joining the Conversation
  - Listen, Evaluate, Contribute, Start Over
- Communication Tools
  - Adapt First, Create Only When Necessary
- Continued Evolvement of Web 2.0
  - Everything is Social
  - Web 3.0: The Semantic Web

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### City of South Padre Island

- Beta Website
- Meeting Central
- Rumor Watch
- Interactive Maps
- Idea Sharing
- Email/Text Newsletters
- Social Media
  - Blog
  - Facebook
  - Twitter
- Action Center
- Future
  - iPhone App
  - QR Codes
  - Mobile Live Streaming



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### Changing the Image of Gov.

- Meeting the Public on Their Turf
- Getting the Community Involved
- Staying in Beta for as Long as Necessary
- Evolving through Community Input
- Move Forward and If Mistakes Are Made, ask for forgiveness.
- Challenging the Status Quo

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Media Policy

Without Policy... You may have  
Public Servants Gone Wild



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Public Information Officer

- Community Spokesperson
- Media Gatekeeper
- Empowerment of PIO

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Media – Lights - Camera - Action

- Media Training – Who needs it?
- Cities less than 5,000?
- Lessons learned in Hutto, Texas
- Tips
- Practice makes perfect

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Media – Nightmare or Opportunity

- The Media Interview: Eight Rules to Live By
- Interview Survival Checklist
- Always
- Never
- Sample Phrases

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Sample Question # 1

**Why did you wait so long before notifying employees that their jobs were on the line?**

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Sample Question # 2

**Don't you think that this is just another example of government ripping taxpayers off?**

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SP | [Microphone] | [Mobile Phone] | [Recycling] | [Facebook]

## Presenters

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