



Communicating with Reporters while Becoming Your Agency's Best Storyteller

Proven ways to work with
reporters and owning
your agency's news



Own Your News

Snapshot of Current News Industry

Decreasing advertising revenue

Downsizing newsroom staff

- Previously: one reporter covered one beat
- Today: one reporter covers multiple beats

Limited time for reporters to learn, research topics

- Interested in timely information, numbers ▶ and statistics

Successfully Work with Reporters

Always try to call journalists and make a human connection

- Have top three story points in front of you to stay on track
- Follow up with an email ✉—refer to the conversation
- Ask for their deadline and if they prefer to text

Help write the story

- Include a unique piece of information (a “hook”)
- Reiterate top messages
- Pitch to the right journalists — learn what the reporter covers

Embrace Twitter

- Reporters usually have profiles and a large following
- A helpful tool to research reporting style

Become Your Agency's Best Storyteller

Be ready when journalists ask, so they keep asking

- Engage in regular media training
- Practice with spokespersons, key staff and experts, leadership
- Develop key messages before conducting interviews

Create short, succinct videos that invite audiences to engage with your agency and easily share your messages

- Invite residents to open houses
- Share safety messages
- Provide construction updates

Brand sentiment pieces

- Could be used as potential pitches for media stories

Invest in low cost video editing and animation if needed

- A little editing goes a long way
- Keep video ▶ under 15 seconds
- Always use captions

Spend on social media and digital advertisements

- Even a little money 💰 makes a big difference



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