



Media Relations Assessment

If you want to make your communications more positive and proactive, begin by assessing your agency's current relationship with the media and its readiness to implement a communications strategy. This is also a good time to consider what ideas and approaches best fit your own philosophy and style when it comes to relating to the media and other community stakeholders. Here are a few questions to get the ball rolling:

- What do you believe is the dominant perception of your agency in your community?
- How has that perception been created and shaped in the past?
- What is the last story you remember being printed about your agency in the local newspaper? How did the article portray your agency?
- Who is designated within your agency to talk with the media or make presentations to community groups?
- When is the last time your agency produced a press release?
- How many names of reporters or editors are in your contact lists?
- Where do people in your community tend to gather to discuss important issues? When is the last time you or someone from your agency spoke at one of those venues?
- Are you more comfortable communicating through speaking or writing?
- What community trend or issue is having the greatest impact on your agency? How is your agency helping to address these problems?
- What is the untold story of your agency that is waiting to be told?

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