

VANSCORE
JONES 
C O M M U N I C A T I O N S

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Questions?





Some Numbers

500-1,000

3,000-20,000

12

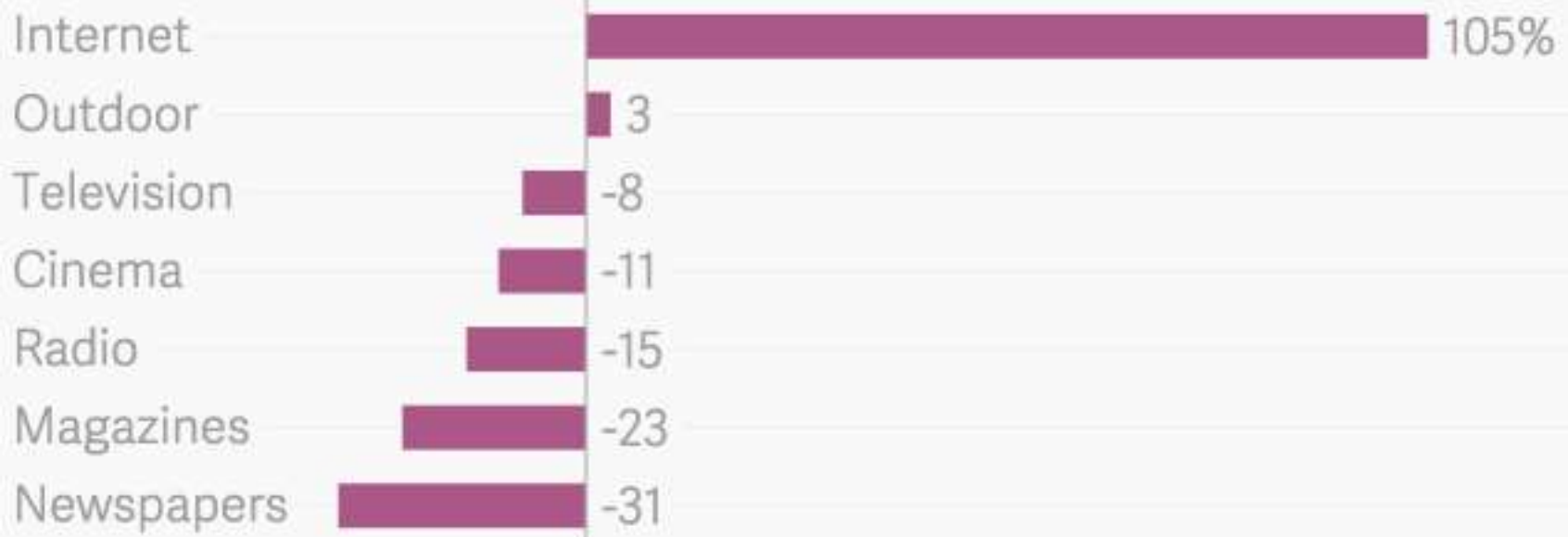


marketing overload cluttering your brand through the chaos



Change in average daily media consumption

2015 vs 2010



Quartz | qz.com

Data: ZenithOptimedia







+ INTERNET



What does this mean?

Opportunities to:

1. **Deploy more platforms.**
2. **Directly connect with your audience(s).**
3. **Segment your audience(s).**
4. **Screw up.**
5. **Stick your head in the sand.**



Goal Setting

1. **Identifying your audience(s).**
2. **Identifying your best message(s).**
3. **Choosing the best medium/media.**
4. **Take control of your message.**



Step #1: Identifying Your Audience(s)

- **Demographics**
- **Geography**
- **Media habits/tendencies**



Step #2: Identifying Your Best Message(s)

- **Message(s) must resonate with your audience(s).**
- **Fit with your medium/media choice(s).**
- **Meet your strategic goals.**



Step #3: Choosing the Best Medium/Media

- **Where are their eyes?**
- **Where are their ears?**



Step #4: Take Control of Your Message

- Directly connect with your audience(s).
- Use the tools available to you.
- Develop a proactive calendar.
- Build relationships with your citizens.



The 4 C's of Basic Messaging

- Clear/Concise
- Contrasting
- Consistent
- Contextual



Review

- Fracturing media means more opportunities to succeed...and screw up. Be careful!
- Set goals:
 1. Identify your audience(s).
 2. Identify your best message(s).
 3. Choose the best medium/media.
 4. Take control of your message.
- 4 C's of messaging: Clear/Concise, Contrasting, Consistent, Contextual

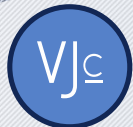
Part 2: Interacting With the Media



Responding to Media Inquiries

If it is a **positive** question:

1. Thank/acknowledge the questioner.
2. Repeat the question.
3. Answer in clear terms.
4. Stop talking.



Responding to Media Inquiries

If it is a **hostile** question:

1. Listen to the question.
2. Thank/acknowledge the questioner.
3. Bridge with a positive statement or restate the problem.
4. Speak on your message on your frame.
5. Stop talking.



1. Listen to the Question



2. Thank/Acknowledge Questioner

- *“Thank you. I am so glad you brought this up.”*
- *“That’s a great question and thanks for asking it.”*
- *“Thank for you for bringing up this very important issue.”*



3. Positive Bridging

- *“What’s really important here...”*
- *“It is critical to remember...”*
- *“What concerns me is...”*
- *“We must remember...”*



4. Speak on Your Message

- Remember the 4 C's.
- Be strategic.
- Be mindful of your objectives.



5. Stop Talking

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Part 3: How it Works



Some Examples

FLC:

- **Homestead Exemption**
- **Home Rule**

Local:

- **A police shooting.**
- **A hazardous spill.**
- **Corruption charges of a commissioner.**
- **A hostile firing of a city manager.**



Part 4:

Now It's Your Turn



Questions?

