

Working with Media

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Two Kinds of Media Contacts

- They contact us
- We contact them

Always the Truth

- You can tell the truth without giving away the store
- Slow the process down
- Stay on your message
- When in doubt...stay on message

You own the message

- 80% of the time a reporter's first call will be to a PR professional
- The reporter doesn't know more than you
- Empty vessel
- Fill it with our information



This is what they want



Sometimes this is all you have

What do you notice about this image?

Media Advisory

METRO, CALTRANS & CHP CELEBRATE 25TH BIRTHDAY OF METRO FREEWAY SERVICE PATROL

Unsung heroes of the freeways have assisted 7 million motorists since 1991

WHAT:	The Metro Freeway Service Patrol (FSP), a free service funded by local and state tax dollars, celebrates its 25 th anniversary of helping motorists who have broken down by getting them to safety and keeping freeway lanes running smoothly. Los Angeles County FSP is the largest program of its kind in the nation that changes flat tires, jump starts dead batteries, refills radiators and temporarily repairs leaking hoses, provides up to one gallon of fuel and can tow disabled vehicles out of traffic lanes. Even motorists who don't break down benefit from FSP because they spend less time in congestion – an estimated 9.4 million fewer hours in bumper to bumper traffic since 1991.
WHEN:	Wednesday, August 31, 2016 at 9 a.m.
WHERE:	Luminarias Restaurant (lower parking lot), 3500 Ramona Blvd, Monterey Park, CA 91754
WHO:	Metro Board Chair John Fasana, Metro Deputy CEO Stephanie Wiggins, California Highway Patrol Southern Division Assistant Chief Greg Peck, Caltrans Deputy District Director of Operations Ali Zaghari.
VISUALS:	News conference with Metro, Caltrans and CHP. CHP will discuss how FSP is essential to keeping traffic moving. Many tow truck operators will be present to celebrate the 25 th anniversary of FSP. There will be a tire changing contest to determine the "Fastest on the Freeway." A special tow-truck shaped birthday cake will be cut.

Pitching

- Short and sweet
- Introduce yourself
- Tell them what the event is, where and when
- Tell them what they will see
- “I hope you can send a camera”



Tire Changing Contest – something to see



Note the microphone – event radio needs activity



Cut the cake, please



5 elements to this event

Press conference, 1 on 1 opportunity, tire changing contest, cake cutting, drivers eating cake.