



Making Media Manageable

MAMSWAP

CITY OF MADISON ENGINEERING DIVISION
PUBLIC INFORMATION OFFICER
HANNAH MOHELNITKZY

Hannah Mohelnitzky

Public Information Officer

City of Madison Engineering Division

- ▶ Nearly 10 years of media experience
 - ▶ Print, multimedia, television
 - ▶ WSAW-TV/WZAW-TV, Wausau, Wis.
 - ▶ Anchored Weekday Mornings, Weekday Evenings, Launched a New 9 p.m.
 - ▶ WMTV-TV, Madison, Wis.
 - ▶ Anchored Weekday Mornings, Midday 11 a.m., relaunched station's investigative unit
 - ▶ Covered
 - ▶ Lighter topics: Presidential Candidates, Elections, Veteran Flights to Washington D.C., Super Bowl, Sweet 16 with the Badgers, Weather, City Council
 - ▶ Harder topics: too many mass shootings (Weston, Antigo, Middleton), explosions (Sun Prairie), human trafficking, overdoses, murder trials, etc.





Making Media Manageable MAMSWAP

- ▶ **WHO:** Hannah Mohelnitzky, MAMSWAP permit-ees, Media
- ▶ **WHAT:** A quick “how-to” workshop on how to work with media
- ▶ **WHERE:** MAMSWAP Quarterly Meeting locations
- ▶ **WHY:** A lot of municipalities do not have a designated public information officer, hopefully this will help get your information out to the public, even more
- ▶ **WHEN:** MAMSWAP Quarterly Meeting



Topic: Promote your programs during COVID

- ▶ COVID is impacting all of us
- ▶ Impacts the person-to-person programs we may have to fulfill our permit requirement for active activities
- ▶ It is possible!

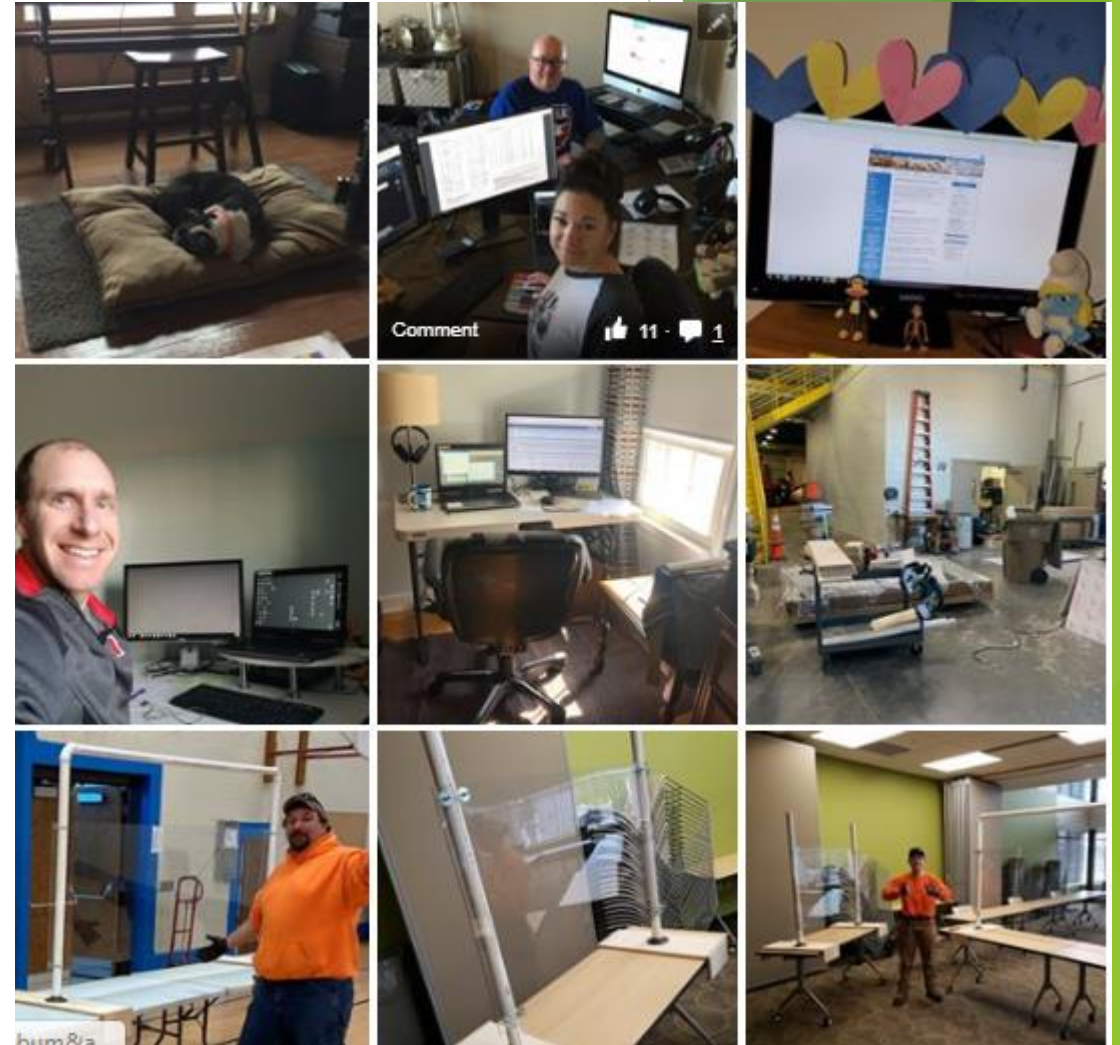
3 Ways To Promote

- ▶ **SOCIAL MEDIA**
- ▶ **ONLINE ON WEBSITE**
- ▶ **PITCH TO MEDIA TIMELY TOPICS**

SOCIAL MEDIA

- ▶ You can highlight the work your crews are doing in the field
- ▶ You can highlight the work your team is doing in the office
- ▶ A simple photo, blurb of what they're doing and how it impacts or helps your residents
- ▶ This is a good time to plug resources you already have.
 - ▶ Materials online
 - ▶ Upcoming virtual classes
 - ▶ Educational resources (more specific the better!)

A lot of people are home right now, on social media, it's a good medium to take advantage of if you have the tool.



ONLINE, WEBSITE PLUGS



A picture of a standard crock is below:



Question: How do I know if I need a sump pump?

1. Final public information meeting: 3 p.m., April 23, 2020
2. Comment period closes: noon, April 27, 2020
3. Introduce to the Common Council: May 5, 2020
4. Refer to the Planning Commission: May 18, 2020
5. Refer to the Board of Public Works: May 20, 2020
6. Move updated ordinance to Common Council for approval: June 2, 2020

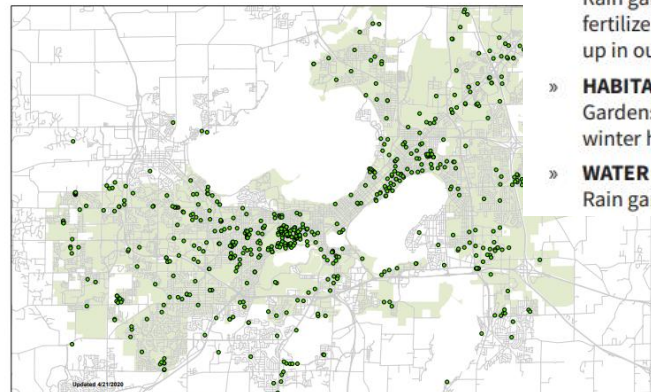
Email comments to engineer@cityofmadison.com until April 27, 2020.



- ▶ Plug what's already on your website
- ▶ You can send it out on email lists, social media, or post directly to your website
- ▶ Programs like flood alerts, FAQs on Sump Pumps, plant programs, rain garden programs, different did you know ordinances, homeowner responsibility
- ▶ People are HOME, they have time to read, and this is a good time to re-share your content!

PITCH to Media Timely Topics

- ▶ Media is looking for COVID-related topics
- ▶ EVERY DAY
- ▶ They're trying to make it fresh
- ▶ They're trying to provide options for people at home, things to do, improvements, etc.
- ▶ Plug your programs that cater to this!
- ▶ Example: Rain Gardens



City of Madison - Rain Gardens
624 Rain Gardens and Counting

1,000 Rain Garden Goal



HOW TO BUILD A RAIN GARDEN *for under \$100*

BENEFITS OF A RAIN GARDEN

- » **FLOOD PROTECTION**
Rain gardens direct stormwater to infiltrate into the ground rather than allowing it to run into the storm sewer or backing up in basements.
- » **POLLUTION CONTROL**
Rain gardens trap and filter pollutants such as chemicals, fertilizers, oils, yard waste and sediment that might otherwise end up in our lakes.
- » **HABITAT CREATION**
Gardens provide nectar for pollinators, foraging for birds, and winter habitat for native insects.
- » **WATER CONSERVATION**
Rain gardens rarely need watering once established.





Reminder of when to pitch

- ▶ Email your idea over at the right time
 - ▶ News meetings are at typically 10 a.m. and 2 p.m.
 - ▶ Editorial Meetings: This is where reporters pitch ideas they get from sources/find, assignment editors/news directors/producers decide who covers what each day.
 - ▶ Send your release/info/email around 7:30-8 a.m., 12:30-1:30 p.m. Day of if possible or day before
 - ▶ Email to the newsroom:
 - ▶ News@nbc15.com
 - ▶ tips@channel3000.com
 - ▶ news@wkow.com
 - ▶ news@madtimes.com
 - ▶ wsjcity@Madison.com
 - ▶ Press@wpr.com
 - ▶ city@badgerherald.com
 - ▶ calendar@isthmus.com



Questions?

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