



Media Relations in a Constant News Cycle

TCMA City Management Clinic . Salado, Texas . February 20, 2009
Sharon Logan . City of Coppell
Tom Bryson . City of Farmers Branch



State of the Media

- News business has changed from a public service to one linked to profit and entertainment.
- Deadlines rarely matter anymore because the flow of news is constant
- 24 hour TV and Radio news stations
 - Local
 - Statewide
 - National

The Lines are Blurring



- Radio stations use TV report audio
- Broadcast and print media stations are frequently owned by the same company
- Newspapers are joining forces
- And most of this is thanks to ...

The Internet Who are the Players



- Major “legitimate” news media
- Not all that “legitimate” news media
- Local gadflys with a web presence
- Local bloggers with a beef ...
- ... or an elected office
- Whatever the source – for better or worse – perception is reality for most information end-users – people believe what they read and see


Belo Corp. | Homepage - Microsoft Internet Explorer provided by City of Coppell

Address: http://www.belo.com/companies/

File Edit View Favorites Tools Help

BELO About Belo **Belo Companies** Investor Relations News Room Belo Careers Doing Business with Belo

By Region Television Group Interactive Cable News



Many Media Properties, One Mission
 In our 26 years as a public company, Belo has grown from three television stations to 20 television stations and 25 Web sites. Belo is listed on the NYSE under the symbol BLC.

By Region
 The geographic clustering of Belo's media holdings helps us deliver unmatched regional news coverage to our audiences and unique regional marketing opportunities to our advertisers.

Television Group
 Belo owns 20 television stations reaching 14 percent of U.S. television households, including WFAA-TV in Dallas/Fort Worth, KHOU-TV in Houston, KING-TV in Seattle/Tacoma and KTVK-TV in Phoenix.

Interactive Media
 Belo operates more than 30 Web sites, including some of the most popular local and regional news sites in the United States, that are associated with the Company's print, broadcast or cable media companies.

Cable News
 Belo owns two regional cable news channels - Texas Cable News (TXCN) and NorthWest Cable News (NWCN) reaching more than three million households. Belo operates two local cable news channels in other markets in partnership with Cox Communications and owns two additional news channels.

More Information
[Learn about advertising opportunities](#)
[Details here](#)

View employment opportunities
[Details here](#)

Copyright | 2009 Belo Corp. All Rights Reserved. | [Employee Login](#) | [Site Map](#)

community conversations

Home Blogs Flickr

Blogs on this site

City Hall

Blog	Author(s)	Last Post	Posts	Articles	Comments	Track
Decision Points	Will Hampton	Let's talk dollars -- 2009 Round Rock budget and tax rate	7	0	11	

Library

Blog	Author(s)	Last Post	Posts	Articles	Comments	Track
Round Rock Reads!	Linda Sappenfield , Michelle Cervantes	I Am Not Making This Up	21	0	18	
2-6 Teen	Candy Moselev , Jane Dance , Shelley Harper	Teen Gaming Tournament Continues	13	0	25	
Library Info	Eric Towler , Linda Sappenfield	See You Tomorrow!	25	0	5	

Projects

Blog	Author(s)	Last Post	Posts	Articles	Comments	Track
Old Settlers Park Sports Complex Improvement Project	Terri Waggoner , Will Hampton	Date for baseball complex grand opening set	33	0	88	
Downtown Redevelopment	Will Hampton	Share your thoughts on new City Hall design concert	15	0	14	

start Yahoo! Messenger Microsoft PowerPain... Blogs - Community C... Desktop

Archives

- August 2008 (1)
- November 2007 (1)
- September 2007 (1)
- August 2007 (2)
- July 2007 (2)

Let's talk dollars -- 2009 Round Rock budget and tax rate

It's time for public input as the City Council considers the 2008-2009 budget and tax rate. The proposed \$134.6 million budget and our strategic budget can be found [here](#). They're huge documents, so be patient as they download. For an overview, you'll want to read the Budget Message that starts on Page 4 of the budget document.

We face a challenge as the City develops its budget this year. We are confronted by a general economic slowdown while our population continues to grow. Because we have successfully diversified our economy over the past 15 years, the City can continue to provide the core operating services our citizens rely upon.

The City of Round Rock's budget planning is affected to a large extent by Dell, since the company's presence here has such a significant impact on our finances. Because Dell's corporate headquarters and sales staff are located here, the City collects sales taxes on most of Dell's Texas sales. For the past two years, though, Dell's sales tax revenue to the city is down.

The City has managed its reliance on Dell in a couple of ways. First, through a policy that limits a specific portion of Dell revenue for day to day operations while providing the remaining funding for large projects and debt reduction. Second, through an economic development strategy that focuses on bringing dollars to Round Rock from sources outside our community.

The twenty-four month general decline in Dell's sales tax revenue appears to reflect a long-term shift, not a temporary downturn as we have seen in the past. So, the City Council is now considering a gradual shifting from sales tax to the property tax in a manageable and affordable way to maintain quality levels of service.

So what does that mean to you? At the tax rate the City Council is considering, the owner of the average value home would see their tax bill increase by about \$33 next year. That \$33 will help us maintain current service levels while adding staffing to police and parks and recreation.

The tax rate currently being considered by the City Council is 36.5 cents, the same as last year, which translates into a City tax bill of \$676.84 for an average value home. Note: The

E-mail Updates

Blog updates directly to your inbox.

E-mail address

Recent Posts

- Let's talk dollars -- 2009 Round Rock budget and tax rate
- Rep. Carter seeks to have post office renamed for Cpl. Steven Gill
- Final update: Time to talk budget, tax rate is over
- United we stand on skate park
- Tough love on skate park closure

Navigation

- Home

tax rate, is scheduled for Thursday, Sept. 11, during the regular City Council meeting. A final public hearing and second and final reading votes are scheduled for the Thursday, Sept. 25, regular meeting.

That's a long post, I know, but budgets and tax rates are not simple issues to explain. You can watch a video about the budget on our access channel, Time Warner cable 10, at noon, 2 p.m., 4 p.m., 6 p.m., 8 p.m., and 10 p.m., or online: [Launch Video Player](#)

Posted: Aug 28 2008, 11:54 AM by Will Hampton | with 2 comment(s)
 Filed under: [budget](#), [tax rate](#)

Comments

[Money Saving Tips](#) said:

I'm guessing with the proposed tax rate being equal to last year's, that most people aren't going to complain, or maybe even participate.

It's nice to see at least one bill that's not going up in cost.

October 5, 2008 12:41 AM

[mikquires](#) said:

"I'm guessing with the proposed tax rate being equal to last year's, that most people aren't going to complain, or maybe even participate.

It's nice to see at least one bill that's not going up in cost."

Oh, don't be so naive, it's gonna go up and you can count on that lol

October 11, 2008 4:14 PM

Remember:
 If you would like to comment, you need to [join Community Conversations](#)



 Tank Engine™. Enjoy storytelling, live music, but with LEGO DUPLO bricks and much more!

[Home](#) [Your Neighborhood](#) [Metro](#) [Business](#) [Sports](#) [Schools](#) [Living](#) [Arts](#) [Music](#) [Movies](#) [Dining](#) [Shopping](#)

[Login](#) | [Sign up](#) | [Users](#) | [Help](#)

Metro [All Metro stories](#)

Win a trip to Aruba with Savor Dallas!



Bizarre Texas House resolution calls for repeal of thousands of federal laws

The resolution essentially calls upon Congress to repeal thousands of laws ranging from the nutrition programs of LBJ's great society to provisions of the Voting Rights Act and the Civil Rights Act

THE DAILY YOU™

You're missing one of the coolest things on the site! If you were registered and logged in, this page would be automatically customized just for you. Learn more.

FIND...

- an event
- a restaurant
- a drink special
- local music
- a house
- a pet
- a Pegasus Pick
- a garage sale
- a movie showtime
- an organization
- a political contribution
- a deal

ADD...

- an event
- a lost pet
- a garage sale
- a band
- a photo



I lost **25 lbs** of stomach fat obeying this **1 rule**

Yahoo! Mess... Microsoft Po... Metro News... Novell Group... Desktop

ites Tools Help

Wednesday, Feb. 18, 2009

Dallas jury vindicates "TV Junkie" producers, awards no damages in lawsuit
 The show chronicled the life of Richard Kirkham. [Read story.](#)
 Wednesday, Feb. 18, 2009

Sandi Grupe named Outstanding DCE for 2009 by Lutheran Education Association
 Mrs. Grupe graduated with a B.S. in Finance from Virginia Tech. [Read story.](#)
 Wednesday, Feb. 18, 2009

With homeless, Dallas usually gets what we intend...
 Things are the way they are because of our intentions, our decisions and the application of our true philosophy. [Read story.](#)
 Wednesday, Feb. 18, 2009

Anti-downtown Dallas hotel request denied ... and what debate are they waiting for?
 I've been saying for some time that Mayor Leppert is waiting to debate Harlan Crow on the issue. [Read story.](#)
 Wednesday, Feb. 18, 2009

Bizarre Texas House resolution calls for repeal of thousands of federal laws
 The resolution essentially calls upon Congress to repeal thousands of laws ranging from the nutrition programs of LBJ's great society to provisions of the Voting Rights Act and the Civil Rights Act. [Read story.](#)
 Wednesday, Feb. 18, 2009

Texas Senate Bill would require PE throughout middle school
 The bill would require physical education (or 30 minutes daily of moderate or vigorous daily physical activity) for students in grades six, seven and eight. [Read story.](#)
 Wednesday, Feb. 18, 2009

and want help, from those who simply migrate here because t...

Blake Ramick on **Bizarre Texas House resolution calls for repeal of thousands of federal laws**; is the illustration in this article a pic of a man or woman?

robotgas on **Nana at Dallas' Hilton Anatole Hotel introduces vegetarian and vegan tasting menus**: I normally avoid the fancy-shmancy restaurants (unless I'm photographing them for a magazine or some...

[See more recent comments](#)

LATEST REVIEWS

captainearlsummer on **Del Frisco's Double Eagle Steak House (Dallas)**: This is my favorite steak restaurant in Dallas. Great steaks and the best ambiance in town. The wine...

James Scott on **Red India Bistro**: Went here today for lunch, having been made aware of it by the venerable [Law I must be the only one...

sgw on **Chuck E. Cheese's (Plano)**: This is the kid place to be. My three grand kids love it with a passion and get it when reward is ...

[See more recent reviews](#)

THINGS YOU CAN'T MISS

Don't be fooled by Irving *Idol* "tryouts" Dallas radio station KMKV-FM "Movie 107.5" is now Spanish adult contemporary "Mega 107.5"

Deal: Win free tickets to Loretta Lynn Smile Smile

- Today's best events
- Find a restaurant
- Find a drink special
- Find a deal

LATEST STORIES

Constant News equals Constant Contact



- Be prepared to respond quickly and concisely
- Tell your story before assumptions are made and “reporting” begins
- The world is a media market that deals in sound bytes
 - Be concise and to the point
 - Repeat key messages
 - Fight for the byte

Changing Demographics of the Information User



- Younger
- Constantly inundated with information
- Communicate in different ways:
 - MySpace, Facebook, Twitter, YouTube, blogging and whatever else is coming tomorrow
 - Facebook alone saw \$300 million in revenue and topped 26 million users in 2008
 - YouTube serves more than 100 million videos per day
- “More seasoned” generation rely on the traditional
 - But for how long?

YouTube Broadcast Yourself™ Worldwide | English (0) slogan006 Account QuickList (0) Help

Home Videos Channels Community Coppel Search Upload

"Coppel" video results 1 - 20 of about 1,590

Sort by: Relevance+ Uploaded: Anytime+ Type: All+ Advanced Options Display:

Videos Channels Playlists

Coppel High School Winterguard - Timeless - 2008
 this is a video of the **coppel** high school winterguard showtimeless. It won 2nd
 ★★★★★ 1 year ago 1,268 views salmiah

The Bethlehem Skyline Blog - Coppel, Christmas Gift Suggestions &
 This is the 3rd in a series of videos from The Bethlehem Skyline Tour. See clips
 ★★★★★ 2 months ago 259 views CentricityRecords

Coppel State Finals Marching Performance
 Coppel State Finals Performance "Symphony in Eb" By Paul Hindemith 3rd in
 ★★★★★ 1 year ago 7,921 views panicXodisco

Reading FC - Steve Coppel Tribute
 Reading FC - Steve Coppel Tribute ...
 ★★★★★ 9 months ago 1,435 views ThouVoice

Sponsored Links

Coppel Owned & Operated
 Interior / Exterior Painting
 Licensed, Bonded and Insured
www.RightChoicePainting.net

ORBITZ Vacations
 ORBITZ Vacation Packages Make Your
 Travel to Local Cities Easy!
www.ORBITZ.com

LaserCare Eye Center
 Complete eye exams, LASIK, Contacts
 ReSTOR/Cataract, Diabetes
dfweyes.com

Playlist Results for Coppel

Coppel Talent Show 2008 The 4:08
Coppel Talent Show Drum Off 0:58
Coppel Talent Show Seniors 1:20

Playlist Info:
 1 year ago
 47 views
 Lisparrow08

Windows taskbar: Yahoo! Mess..., Microsoft Po..., YouTube - C..., Novell Group..., Desktop

Links Back Search Favorites Tools Help Address http://www.facebook.com/

facebook Remember Me Forgot your password? Email Password Log

Facebook makes it easy to reconnect with old friends and family

"I found my old high school sweetheart today on Facebook! Thank you so much." -Juste

Sign Up
 It's free and anyone can join

Full Name:
 Your Email:
 New Password:
 I am: Select Sex:
 Birthday: Month: Day: Year:
 Why do I need to provide this?

By clicking Sign Up, you are indicating that you have read and agree to the Terms of Use and Privacy Policy.

Facebook © 2009 English (US) Login About Advertising Developers Jobs Terms Find Friends Privacy

Windows taskbar: start, Yahoo! Mess..., Microsoft Po..., Welcome to ..., Novell Group..., Desktop



Changing Role of the Reporter



- Junior reporters – cheap and trainable
- Freelancers
- Stringers – everyone's got a camera in their phone
- Even print reporters are carrying video cameras
- Talk Radio: "News" as entertainment – are these real journalists?





Print in Decline

- Print may be in a state of decline, but print journalists outnumber electronic journalists and still do most of the original reporting ...but for how long?
- Belo Corp for example
 - Just announced third major layoff in past 18 months
 - The Dallas Morning News is shrinking
 - Sports / Advertising Depts joining with FWST
- And how will the demise of affect radio/TV reporters?



Your City's Newsroom

- Whether or not you have a Communications office, or designated individual or if it's a virtual situation, approach the challenge to disseminate your own info
- This is your 21st century information toolbox



Your City's Newsroom

- What “channels” do you have? What is your City media?
- Print: Newsletter, pamphlets, flyers, annual reports
- E-mail: E-newsletters, blasts, listserv
- TV: Government access channel – USE IT
- Internet: Website, Wikipedia, social networking
 - Have you ever “Googled” yourself? Your City?
- Radio: Emergency alert TIS stations



Questions?

Sharon Logan

Community Information Officer
City of Coppel

slogan@ci.coppel.tx.us

972.304.7065

Tom Bryson

Director of Communications
City of Farmers Branch

tom.bryson@farmersbranch.info

972.919.2511

This presentation will be available after Monday, February 23 at:

www.texastamio.org