

Media Relations



**City Council Briefing
August 10, 2015**

Media Relations

- **Cultivate and manage relations with the media**
- **Create effective communication channels**
- **Staff media training**
- **Crisis communications**
- **Develop Media Stories**



Media Relations Goals

- Increased coverage
- Positive stories
- Transparency
- Telling our story to the nation



Media Contacts

July, 2015

Total: 150

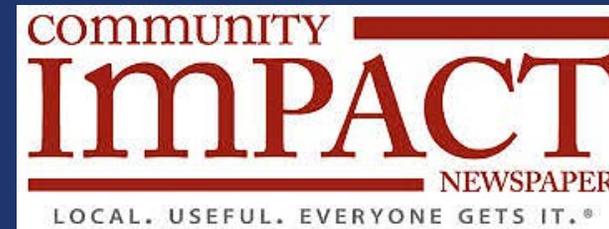
Plano Police: 87



Television: 81

Print: 59

Radio: 10



Media Center

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Plano Media Center

The City of Plano's Media Center is a central hub to serve our media and marketing partners. Resources include the recent news, accolades, brand assets and easy to find contacts for news stories. We welcome partnerships to further the awareness of Plano as a City of Excellence.

Are you a member of the media and want to receive news and alerts?
Please send your contact information to Director of Media Relations, [Steve Stoler](#) to be added to the City of Plano news distribution list.



City of Plano

[5 things about Plano's proposed '15-'16 budget \(Dallas Morning News, dallasnews.com\) July 30](#)

[The Plano Centre is getting renamed \(Dallas Morning News, dallasnews.com\) July 30](#)

Contact Us

Steve Stoler

Director of Media Relations
[Email](#)

P: (972) 941-7321

Municipal Center

1520 K Ave
Suite 220
P.O. Box 860358
Plano, TX 75086-0358

Calendar

Wed, Aug 5

[Targeted Job Fair - Tech & Engineering](#)

Fri, Aug 7 - Sun, Aug 9

[Friends of the Plano Library Book Sale](#)

Sat, Aug 8

[College Financial Workshop](#)

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[Plano Social Media](#)

[Plano, Texas - A City of Excellence](#)

[Plano In the News](#)

[Star Ideas](#)



Media Training

- **City Staff**
- **Texas Animal Control Association**
- **Texas Recreation and Park Society**
- **Texas Municipal League**
- **Texas City Management Association**
- **National Recreation and Park Association**



Crisis Communications

- Accident at Plano Aquatic Center



Media Coverage National

- Toyota
- Liberty Mutual
- Water tower tipping
- TIME Healthiest Cities in America



Media Coverage Local

PulsePoint Press Conference

Fox 4

NBC 5

WFAA

CBS 11

CW 33

Univision

WBAP

KLUV

KRLD

Dallas Morning News

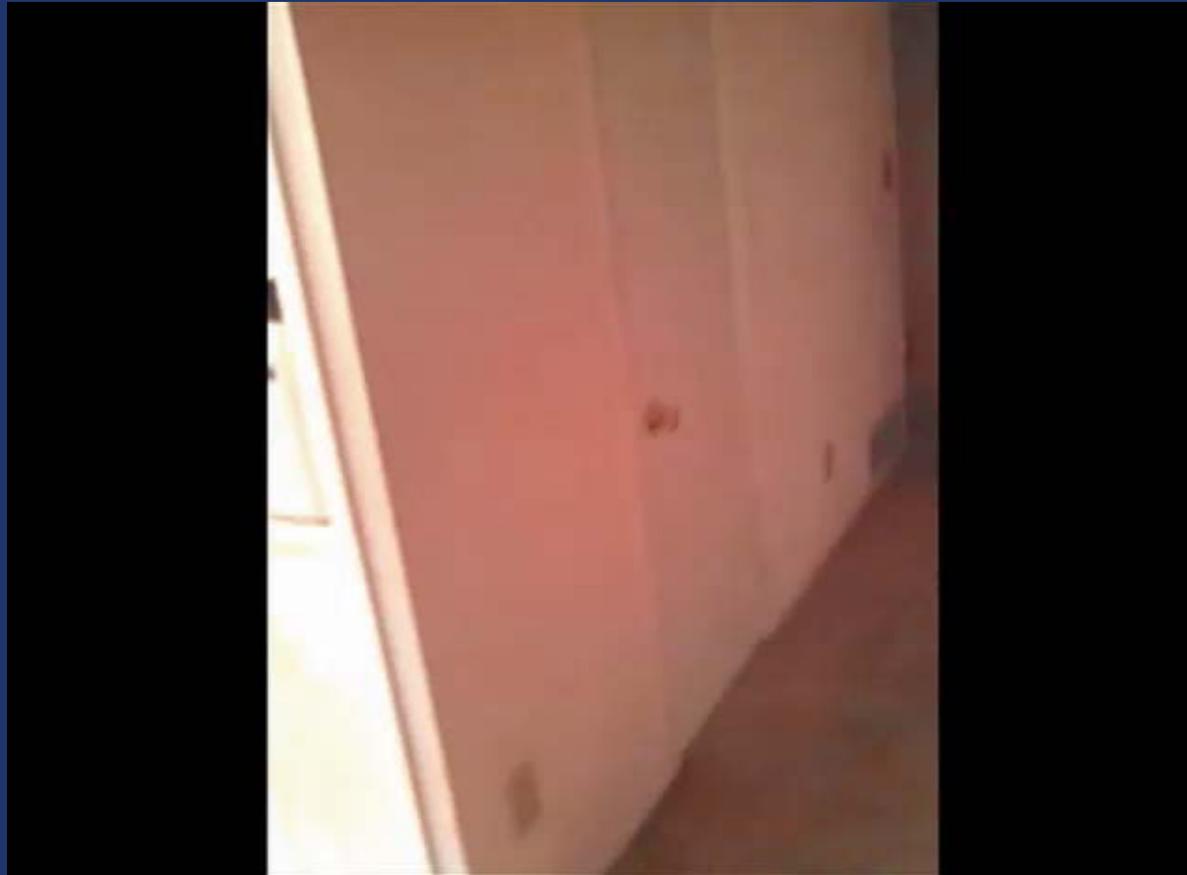
Star Local Media

Community Impact



Media Coverage Enterprise

Community Development Block Grants



Media Monitoring



July 31, 2015

Headlines (click on links below for complete news story)

City of Plano

[5 things about Plano's proposed '15-'16 budget \(Dallas Morning News, dallasnews.com\) July 30](#)

[The Plano Centre is getting renamed \(Dallas Morning News, dallasnews.com\) July 30](#)

[Plano approves CBDG, HOME Investment funds \(Plano Star Courier, starlocalmedia.com\) July 30](#)

Weekly Media Reports

From: Steve Stoler
Sent: Friday, July 31, 2015 4:47 PM
Subject: Media Contacts/Coverage for Friday, July 31, 2015

Media Contacts

Steve Stoler, Director of Media Relations, had contact with:

- Andrea Lucia, Reporter, KTVT-TV CBS 11, requested background information and contacts for a possible story on Community Relations Grants. She inquired about why the Salvation Army was denied approval for its request to fund a summer day camp. Lori Schwarz, Director of Neighborhood Services, provided the background. Contacts included Community Services Manager Shanette Brown & Chairman Michael Caranfa and Vice Chairman Cynthia Thomas of the Community Relations Commission.
- Meredith Shamburger, Plano Editor, Neighbors Go, Dallas Morning News, requested an interview regarding the border issues along Dublin Road between Plano and Murphy. Referred to Jack Carr, Director of Engineering.

Interim Chief Marty Wade, Plano Fire Rescue, did an on-camera interview with:

Meredith Yeomans, Reporter, KXAS-TV NBC 5, on the topic he discussed at 7/27 Council meeting. The story will air next week.

Karen Rhodes-Whitley, Director of Budget & Research, had contact with:

- Kelly Chambers-Crimmins, Plano Editor, Community Impact Newspaper, in reference to water rates.

No Police Department media contacts today.

Media Coverage

Sounding off: Plano-area readers tell us whether hacking of cars is a legit concern (Dallas Morning News, dallasnews.com) July 31
<http://www.dallasnews.com/news/community-news/plano/headlines/20150731-sounding-off-plano-area-readers-tell-us-whether-hacking-of-cars-is-a-legit-concern.ece>

Multicultural Outreach hosts annual festival in Plano (Dallas Morning News, dallasnews.com) July 31
<http://www.dallasnews.com/news/community-news/plano/sandra-fay/20150731-multicultural-outreach-hosts-annual-festival-in-plano.ece>

The Plano Centre is getting renamed (Dallas Morning News, dallasnews.com) July 30
<http://planoblog.dallasnews.com/2015/07/the-plano-centre-is-getting-renamed.html/>

Daily Media Reports



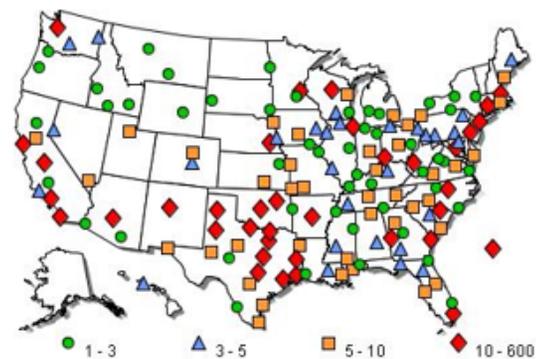
Media Analytics

NewsWatch/Plano



Media Coverage Review

July, 2015



News Stories by State

Texas media had the most mentions of Plano with 801 or 29%. California came in second with 210 mentions or 8%, followed by New York (147) and Illinois (73)

Coverage Highlights

July brought several stories on the 2015-16 Budget proposal. Two local stories were done on the "Fix It Plano" app, after someone spray-painted profanity by several potholes. Legacy West continued to receive coverage with the groundbreaking of One Legacy West. The ongoing revitalization of Downtown Plano was the focus of multiple media stories.



Media Relations

Breakfast with the City Manager



Media Relations



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