

Seattle Federal Executive Board
Public Affairs Committee Meeting Summary
“Winter Media Blitz”

Wednesday, January 28, 2009
Room 3090, Jackson Federal Building

Federal Attendees –

Brian Gorman, **National Oceanic & Atmospheric Administration**
Janet Sears, **National Marine Fisheries Service**
Ted Buehner, **National Weather Service**
Bud McKay, **62nd Airlift Wing, McChord AFB**
2nd Lt. Joseph Wingard, **62nd Airlift Wing, McChord AFB**
Melanie Reeder, **Navy Region Northwest**
Rick Huling, **Naval Station Everett**
Rita Beal, **Health & Human Services**
Stephanie Magill, **Centers for Medicare & Medicaid Services**
Doug McBride, **Customs & Border Protection**
Lorie Dankers, **Immigration & Customs Enforcement**
Sharon Rummery, **Citizenship & Immigration Services, San Francisco**
Leland Jones, **Housing & Urban Development**
Mike Fergus, **Federal Transportation Administration**
Richard Ahearn, **National Labor Relations Board**
Eileen McSherry, **Social Security Administration**
Abraham Gonzalez, **Social Security Administration**
Charles Harwood, **Federal Trade Commission**
Lisa Cox, **Equal Employment Opportunity Commission**
Rod Ustanik, **Equal Employment Opportunity Commission**

Media Attendees –

Chris Ingalls, **KING 5**
Denise Guerrero, **KING 5**
Jack Bonney, **Northwest Cable News**
Alyssa Coker, **Northwest Cable News**
Paula Wissel, **KLPU**
Janet Tu, **Seattle Times**
Lornet Turnbull, **Seattle Times**
Kathleen Merrill, **Issaquah Press, Sammamish Review, SnoValley Star,
Newcastle News**

Summary –

➤ Overview

- As our new Secretaries and senior advisors are appointed there will potentially be many changes to our priorities and programs, resulting in many questions from the public and media
- Media understands this is a slowly evolving process for us, though the President's agenda addresses significant changes they will cover now
- It is imperative that fed-media lines of communication are kept open to promote effective messaging and continuity of information
- Our joint constituency is the individual family and community, therefore our improved fed-media cooperation will directly benefit our citizens and our ability to deliver essential services to them

➤ Best way to contact media is via email

- General news tip addresses work best
- Individual reporters' addresses can be helpful

➤ Press releases

- National releases are appropriate
- Include a few sentences with relevance to their coverage area

➤ Don't forget the smaller papers

- Press releases do not trickle down to smaller papers from larger ones
- They need a street-level hook, not just regional
- Send big-picture releases even if you do not see the local connection; let them make the call (too much info is better than not enough)

➤ Quotes (obvious, but very relevant)

- Include quotes in press releases
- Radio stations need a contact for sound bites
- Television stations need an opportunity for film footage
- Remember that you are never really "off the record"

➤ Consider alternate perspectives

- All federal news does not need to be in the front or government section
- Assess releases from view of religion, lifestyle, employment, or even sports page perspective

➤ Be available

- Your contacts need 24-hour access to you to meet their deadlines

Next Steps: One Person, One Vote –

➤ Next Event

- Topic (vote for one)
 - Tribal Relations
 - Intercultural Relations
 - Local Government Relations
 - Military Relations
 - ESF 15
- Month (vote for one)
 - March
 - April
- Location (vote for one)
 - Jackson Federal Building
 - Sand Point
 - Naval Facility

➤ Website

- www.seattlefeb.us/pacommittee.html -- check out the updates!
- Add calendar with upcoming federal events, visits, roll-outs?
- Add federal communications contact list page?
- Add press release page?

➤ Feedback

- Please send your Next Steps votes to rita.beal@hhs.gov
- Outcomes will be posted on the website NLT February 13th
- Feedback is always welcome, so have your voice heard! This Committee must be beneficial to you, your organization and our joint mission.

***“Electric communication will never be a substitute
for the face of someone who with their soul
encourages another person to be brave and true.”***

Charles Dickens