



# DILGinsider

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## Media Relations 101



Participants pose for a souvenir shot with the resource speakers of the seminar.

*"Media cannot be kept out. It can work for or against you."*

*"The challenge is to treat media as a friend in time of need, and as an enemy you want to keep it closer to you."*

*"Know the people behind the media, and keep in touch."*

*"Media relationships are not built overnight. It takes time and money."*

*"Once you have established good media relations, nurture and value it."*

These were the stream of descriptions made by Mr. Rodrigo G. Cornejo, Consultant/Former Head of Community Relations and Special Assistant to the President of GMA 7, as to what the nature of media is during the Effective Media Relations Seminar recently.

The said seminar, entitled *"Make the Media Your Ally: A Course on Effective Media Relations"*, was organized by the Asian Institute of Journalism and Communication (AIJC) and participated in by select communication officers from the Department of the Interior and Local Government (DILG), Department of Environment and Natural Resources (DENR), Office of the Presidential Adviser on the Peace Process (OPPAP), and Pilipino Movement for Transformational Leadership (PMTL).

*"Media plays a crucial role in public relations because it reaches a target audience, creates awareness and promotes visibility, and influences public perception,"* said Cornejo.

According to Cornejo, the art of media relations teaches communication practitioners to know the members of the media vice-versa. It also includes designation of a media relations officer with the right personality and qualifications, sending of media advisories for information, arrangement of media visits, giving of tokens of appreciation, provision of newsworthy items, creation of a crisis management committee, and organization of a press conference.

*"The power of media can be overemphasized. It can make or break, twist the truth, can be biased, can be bought but nevertheless, it can be used for good,"* he added.

The activity also paved the way for the participants to know tips on how to get stories published in the print media as well as media management in the age of social media as discussed by Ms. Nora O. Gamolo, Assistant to the Secretary General of the Asian Media, Information and Communication Centre (AMIC) and Mr. Armand Patrick R. Salamat, Managing Partner of the Cognition Creative Communications, respectively.

The said training is an avenue for PACS, being the communication arm of the Department, to master the art of establishing and maintaining effective media linkages for effective promotion of the Department's programs, projects and activities (PPAs) to its internal and external audiences.

**Daryl M. Jaramilla**



AIJC Director for Professional Development Program, Florjannelle D. Tolentino, gives the overview of the seminar.

### DILG-CO QUALITY POLICY

We, the DILG Central Office, commit to formulate sound policies and provide effective technical and administrative services to promote excellence in local governance, strengthen local government capacities, and enhance the service delivery of our Regional and Field Offices.