Public Relations Firms

Interviews conducted between January 5 and 26, 2022

1. What do you know about the RBRA?
   a. [Singer](): had done homework; good answer
   b. [Full Court Press](): had done homework; fair answer
   c. [Lighthouse](): good conversation; fair answer

2. Talk to me about the experience of your firm working with public agencies
   a. Singer: Transbay JPA, Santa Clara, others…; good answer
   b. FCP: Marin MHSA (Prop 63), Sonoma County, various on MLPA issues; good answer
   c. LH: SFFD, SFPD, SAMTRANS, Jefferson USD; good answer

3. Talk to me about your experience with Bay Area Media
   a. Singer: Sam an ex-reporter from the Bay Area, mentioned Marin IJ plus all other appropriate media; good answer
   b. FCP: long term relationships in the Bay Area, long term staff, additional resources as necessary; good answer
   c. LH: Will started as reporter w SF Examiner, then Press Secty SFPUC; both extensive knowledge of local media; excellent answer

4. Acme TV wants to do a story; how do you approach it? (looking for them inquiring about story angle; other stories they've done on the topic; who's the reporter; talking staff through key messages, tough questions…)
   a. Singer: check out the reporter, prior stories…;Singer would return phone call initially, determine story angle, evaluate who should be RBRA rep; brief on talking points/media training etc etc. Good answer.
   b. FCP: should not be from a vacuum, ideally a story we've already planted, check out reporter, who should speak for RBRA. Good answer.
   c. LH: Has a ready handout "Preparing for Interactions with the Media"; differentiates advocates v media; never 'no comment', at minimum brief written response; excellent answer.

5. How do you manage the social media presence of public agencies?
   a. Singer: create and manage; FB, Twitter, perhaps YouTube most relevant. Good answer

b. FCP: Has in-house 'story teller', prime with small ad buys, develop a pipeline of content, develop broad parameters for pre-approval of content. Good answer.

c. LH: no one gets promoted for good interactions w social media, but people get fired for bad ones; communications one directional; proactive not reactive. Good answer.

6. What are the pitfalls for a public agency in working with social media?
   a. Singer: bureaucratic and slow on approvals; bad to respond to posts on eg FB – forced errors; develop pre-packaged set of posts/talking points for pre-approval; good responses from Adam re free speech and comments/published policy; Sam – be the first to tell the story. Good answer.
   b. FCP: approval process – slow; important to have good policy framework. Good answer, see 5.b above.
   c. LH: Social media asymmetrical – one way; government is the grown up. Good answer.

7. How would you go about changing the public perception of the RBRA?
   a. Singer: Adam: reset moment, tonality, responsiveness; find someone to tell a good story. Good answer.
   b. FCP: Segment and address various sectors of the public, put out good stories, one constituency at a time (good example of affordable housing issue in Lafayette). Good answer.
   c. LH: Brand identity (Richardson's v Richardson); learn, interview, understand, identify. Good answer.

8. Who would be my key contact? Please send resume.
   a. Singer: Sam Singer w back up from Adam. Sam will send bios on all principals.
   b. FCP: Dan Cohen (principal), Sarah Hirsch Walker (environmental)
   c. LH: Will Reisman, Director

9. Access, response time?
   a. Singer: I offered choices of same day or 24 hour – their response – virtually immediate. Good answer.
   b. FCP: Within the day and addressed potential crisis communications on weekends. Good answer.

    c. LH: have been asked how they responded to emails before they were sent. Good answer.

10. Compensation by the hour, by project or by retainer?
    a. Singer: thoughtful response. Will send rate sheet.
    b. FCP: similar response. Blended rate of $275ph all staff.
    c. LH: Monthly retainer only (basic or expansive). Hourly rates disincentivizes client from using services when needed.