

Content Team Community Talking Points

KXYZ is encouraging all news and content staff to engage with our community. KXYZ and the people who work here have a great story to tell! Remember, even though you may not be at “work” you are always an Ambassador for KXYZ

We encourage you to make public appearances representing your job and the station.

We need to do our best to manage the public’s perception of KXYZ as a trusted and reputable news leader in the community. Here are some suggestions on how to respond to some specific situations.

For example, while out in the community what I should do if:

Some one asks me how to become a member?

“Thanks for your support of KXYZ. Since I work in news, I don’t handle these requests, so I’d like to refer you to our membership department during normal business hours. That phone number is ???? or visit our website at ????”

Someone offers to financially support the station, and/or your coverage or offers a gift to the station?

“I appreciate your interest in and willingness to support KXYZ. However, since I work in news, I don’t get involved in this area of the organization. Let me refer you to our development department- headed by ????”

Again, the main number during business hours is???? Or for more information visit our website ??

If someone asks about what kinds of stories you’ll be covering in the future?

“Thanks for your interest, but we try to focus on news that’s timely and relevant and we can’t predict what we may be planning too far in advance.”

If someone has a story idea they want to pitch to you?

“Thanks for your idea, but I don’t make my own assignments. May I suggest you contact our news management with your idea? The best way is via email at news@kxyz.org