10 Suggestions and Ideas for Government Content

1. Have your ear to the ground; it will help you see where your coverage priorities lay.

2. Get the input of town officials and residents. Ask the questions: “What are the needs and areas of importance?” “What are the hot button issues?”

3. Get the “blessing” of the Executive Branch of your government. Boards and committees can be more accommodating if they know the Executive Board has given their blessing.

4. When starting coverage of a new board or committee, contact the chair or the official who works with them to give them a “heads up”.

5. Land use boards/committees are more important than people think.

6. Create Government “How to” programming (ie: how to properly write a petition article for town meeting)

7. Features on Government projects: Update on Capital Projects (this is where the two million we approved three years ago is going).

8. Profiles/Introductions on key government officials.

9. Government programing doesn't equal propaganda, be the medium to distribute the factual information.

10. Make it look professional, meeting rooms may be unattractive and content may be dull but adding clean professional graphics makes it somewhat pleasing.