

Addison Media Relations Issues

Our partnership with the Town of Addison dates back to the 1980s when our firm was retained to assist with crisis management issues following the death of the city's mayor and an investigation into Town business practices. These issues were successfully resolved.

Our Current Role:

Currently our team provides five highly-trained media relations experts who are on call 24/7 to deal with immediate media relations issues for the Town of Addison and Addison Airport. This includes being the Town's on-camera spokesperson for the police department, fire department, airport and Town Hall when appropriate. This process assures that sworn personnel are available in a crisis and not diverted to dealing with the media. Our firm is also part of the Town's overall crisis management plan for emergencies.

Who is Calling:

Dallas/Fort Worth is now the nation's fifth largest media market with seven television stations, two news radio stations, The Dallas Morning News and Dallas Business Journal. Emergencies generate five to seven calls from the media. Larger incidents such as the Mary Kay fire generate 10 -20 calls.

In 2013 MCG assisted with the following issues:

Addison Airport

- Alert One (minor difficulties) - 16
- Alert Two (major difficulties) - 38
- Alert Three (crash) - 1

- Other issues: Major reconfiguration of airspace in D/FW region.
- Damage to aircraft
- Review strategic plan

Police

- National and local inquiries concerning death of VA worker
- Special event security following Boston bombing
- Road rage shooting
- Domestic violence/fatal stabbing – pertinent information on suspect to Houston media
- Arrests during loud party and scavenger hunt
- Media inquiries concern lack of an arrest in cold case
- Theft of ring from jewelry store
- Continued research and discussion on national Taser issues
- New Years enforcement issues
- Full time staffing of police sub-station for Kaboomtown

Fire

- Handled media relations for inquiries on fire calls. Twenty-three building fires in 2013 including one multi-alarm fire.