Spotlight on Audits

Working with the Media

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Tools in the Audit Toolbox

- Quality Audit
- Clear & Convincing Audit Report
- Highlights page, Executive Summary, Graphics, Pictures, Call Outs
- Press Embargo
- Press Release
- Briefing (legislative, public, stakeholders)
- Press Conference
- Radio Interview
Auditors and Journalist...very similar
Time
Access
Perspective
Getting the message out

- Going beyond the simple story
- Looking for patterns of behavior rather than “one-off” situation
- Be convincing, straightforward, and factual
Report Titles are Important

Secretary of State Audit Report
Kate Brown, Secretary of State
Gary Blackmer, Director, Audits Division

Temporary Assistance for Needy Families: High Expectations, Stronger Partnerships, and Better Data Could Help More Parents Find Work

The Oregonian
Oracle pins blame on Oregon’s problem with welfare
How A Landmark Audit Could Change Oregon's Child Welfare Department

by Allison Frost  
OPB Feb. 5, 2019 noon | Updated: April 28, 2016 1:28 p.m. | Portland, Ore.

Audit Finds Wealth Of Problems With Oregon's Child Welfare Office

by Rob Manning  
OPB Jan. 31, 2018 10 a.m. | Portland, Ore.

Auditors: Problems at DHS ‘jeopardize’ at-risk kids

Audit: Oregon Foster Care Needs More Money, Culture Fix

Audit: Oregon’s foster care system faces deep and persistent problems
Breathe life into audits
Tell a Story

- Through Data
- Visuals
- Graphics
- Pictures
- Quotes
Maps, Graphics, and Visuals
Why News Embargoes are Important

- A news embargo is a request by a source that the information provided by that source not be published until a certain date.
- They can help to increase the chance key reporters will cover your audit report.
- Journalists will have more time to digest the report’s findings and write a more accurate, thorough and complete story.
Press Releases and News Conferences

- Press releases are a must
- When to use press conferences and when not to
- Define the message
- Schedule the date and time
- Pick the site
- Select and train your participants
- Contact the media
- Follow up with the media
- Develop a press kit
Tips and things to avoid

- Prepare, prepare, prepare
- Understand your audience
- Location and layout
- Question and answer practice session
- Know the other side – what are the disagreements to the points we are making
- Listen to the questions carefully, take your time
- Relax and have fun!
One major goal of an Audit

IMPACT & CHANGE

- If your audits are not having impact, roll up your sleeves
- Focus on critical risks
- Innovation
- Identify emerging risks and foresight
- Citizen-centric
THANK YOU

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