

Community and Media Relations

Course Title:

“Community and Media Relations”

Course Length:

6 hours

Course Description:

This course examines the importance of building effective working relationships with the media and the role the media plays in informing the public and shaping their opinion of municipal governments. Advice for repairing poor relationships is provided, along with insights on when and how to speak with reporters, especially during times of crisis.

Course Objectives:

- To examine the practical reasons for developing good relationships with the media in your jurisdiction – public image and perception.
- To examine the elements of a media relations program.
- To develop an understanding of the different media with which you may interact and the different needs of each type of media.
- To understand and practice the basic skills of being interviewed by the media
- To understand and practice the skills of relating to the media during a crisis.
- To understand the types of information you should always have available to distribute to the media

Course Outline:

8:30 – 8:45

Welcome and overview

- Who I am? My background?
- What the course objectives are?
- What would they like to learn?
- Introductions; Agenda

8:45 - 10:00

Who are the Media?

- What are the pet peeves you have with the media/
- Where do people get information?
- Advantage and disadvantages of each media type.
- Can they see themselves as the media?

- Why Deal with the Media?
- Mopping Up the Mess: What to do when you inherit a bad relationship
- Strategies for problem relationships

10:00 – 10:15

Break

10:15 – 11:00

What do they need and what do you need?

- Media Quiz
- What's the Scoop?
- How to find the story;
- 3 key messages;
- Getting your news out first

11:00 – 12:00

Help! We have a crisis!

- Video – Postmaster General – What do you do?
- FEMA guidelines for a crisis
- Review the Process and discussions

12:00 – 1:00

Lunch

1:00 – 2:00

Panel Discussion with Media Representatives

Representatives from the press will join us for a panel discussion on their jobs and the challenges they face covering local government

2:00 – 2:15

Break

2:15 – 3:00

Handling the Interview: Some Tips and Techniques

- Technique of Deflection
- 3 key messages
- Ask ahead
- Listen
- Role play scenarios from media

3:00 – 3:20

Discussion of Take-Home from the Course

In what ways might you take what you've learned today to improve your or your city's addressing the challenges?

3:20 – 3:30

Evaluation and wrap-up