

# Media and Public Relations Workshop

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## 1 Session Description

This seminar covers how to prepare for and conduct successful encounters with the news media. In this day and age of the 24/7 news cycle the question isn't whether or not to engage with the news media; the question instead should be "how and when" to engage with them. The seminar will discuss the benefits and risks of working with the news media and will provide basic information on media survival tips and strategies. Participants will also discuss the basics of news media relations and how it relates to their business. Topics included in this seminar will include:

- News media relations as seen in terms of managing a company's risk
- The basics of the news media industry in the USA
- The role news media plays in today's society and business
- Requirements to communicate when participating in the Incident Command System
- Interview formats and techniques
- Crisis communications basics
- Messaging
- How to conduct a press conference
- How to avoid those "gotcha" questions
- And more!

## 2 Who Should Attend?

- People who may be a company's designated or "accidental" spokesperson

## 3 Where and When?

- February 25, 2010 in Spring, Texas
- March 11, 2010 in Slidell, LA
- April 8, 2010 in Spring, TX
- May thru December courses to be announced.

## 4 Enrollment Fee

- \$200.00



Register online at:  
<http://www.obriensrm.com/publictraining.htm>