

Public Information Management for Public Officials & Other Managers

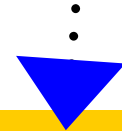
“Communicating Effectively—Even in Emergency Situations”

June 10-11-12, 2008

Have you ever wondered how that reporter misinterpreted your statements that turned out being the negative part of the story? Or, have you questioned the fairness of certain communities or groups getting all the attention even when yours is more innovative and progressive? Perhaps you've felt like banging your head against the wall when a constituent said, "Nobody told me about that!" even when you had sent the information out yourself.

It is a common challenge for every kind of organization. But clear, concise and commanding communication is especially a challenge when you operate in the fish-bowl as local, state, and federal agencies do.

This Continuing Education program will help you take full advantage of communication opportunities while recognizing potential public information pitfalls.



Registration Information

- A limited number of slots are available for the spring class.
- Registration fee is \$545 including materials and studio time.
- Cancellations must be made two weeks in advance for a refund.

Tentative Agenda for the 3 Day Program

June 10 (9:00 a.m.—4:00 pm.)

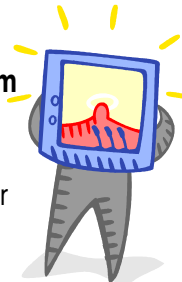
Who, What, When, How, Where—Spokesperson Training including how to represent your agency/company with effective communication—even during an emergency situation.

June 11 (9:00 a.m.—4:00 p.m.)

Message development for Public Information “tools of the trade” including news-releases, advisories, conferences, etc. This session will also include detailed information on making it newsworthy, developing evidence and organizing messages for sound-bites. Business writing will be covered using a variety of communication options to get your message across, including letters, e-mails, articles, and websites.

June 12 (9:00 a.m.—4:00 p.m.)

“Practice Makes Perfect” session held in the Media Production Center with participants rotating through so each has the opportunity to do a TV studio live interview, TV taped on location, radio live interview, and a news-conference. Participants will be given the opportunity to practice their new-found skills in a confidential environment with feedback from their peers and instructors.



Instructors for this program are with Wisser, Hemlepp & Associates—a Lexington based firm specializing in public relations, marketing, and research.

Classes will be held in Richmond at the Perkins Conference Center and the Downtown EKU Outreach Center.

EKU Continuing Education & Outreach
Workforce Education
202 Perkins Building
Richmond, KY 40475

Call to Register at (859) 622-8405

www.ceo.eku.edu/workforce