

COMMUNICATIONS AND MEDIA RELATIONS WORKSHOP



Whether you are large enough to have an entire communications team or small enough to only wish you did, having a communications strategy is important to the ability of your administration to properly inform your citizens. This one-day workshop will help those who have always wanted some basic media training and offer some quality reminders to those who have worn the communications hat for many years. We're putting together a fast-paced day filled with a quality, experienced line-up of speakers. Head to Carmel in July and take part in #IACTmedia!

REGISTRATION	HOW TO REGISTER	
IACT Member: \$99 Non-Member: \$170	Online: www.citiesandtowns.org Fax registration form to: (317) 237-6206	Mail registration form and payment to: Indiana Association of Cities and Towns 125 West Market Street, Suite 240 Indianapolis, IN 46204

Name			Method of Payment				Amount:	
Title			Circle One Check MC Visa Discover AmEx					
Municipality/Company			Check Number (Payable to IACT)					
Address			Card Number					
City	State	ZIP	Expiration Date			Verification Code		
Phone			Name of Cardholder					
Email			Billing Address					
Special Needs and Dietary Restrictions			City		State	ZIP		
			Cardholder Signature					

CANCELLATION POLICY

Only written cancellations will be accepted. Please mail your written cancellation to 125 West Market Street, Suite 240, Indianapolis, IN 46204; fax to (317) 237-6206 or email to aspurgeon@citiesandtowns.org. Written cancellations received on or before Tuesday, July 19, will be refunded less a \$40 processing fee.

E-VERIFY COMPLIANCE

IACT is an enrolled employer in the E-Verify Program verifying the work eligibility status of its new employees and will remain so until that program no longer exist.

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Tuesday, July 26
 Renaissance Indianapolis North Hotel
 11925 North Meridian Street
 Carmel, Indiana 46032



Follow @INCitiesTowns and use #IACTmedia to connect with others on social media!

FEATURED SPEAKERS



Abdul Hakim Shabazz
IndyPolitics



Lesley Weidenbener
Indianapolis Business Journal



Kara Kenney
WRTV



Mike Murphy
INform/Hirons

AGENDA	
9:30 a.m. - 10:00 a.m.	Registration
10:00 a.m. - 10:05 a.m.	Welcome
10:05 a.m. - 10:30 a.m.	Defining Media Relations and Why Communities of All Sizes Need a Strategy Media relations is a much broader term than it was just a decade ago and having a communications strategy is critical. Further, accepting the media's role in covering your community and ideas for how to keep reporters and the public informed is vital to the success of your community. This kickoff session will offer the insights you need to begin or enhance your media relations planning.
10:30 a.m. - 10:50 a.m.	Basic Media Relations Tips and Refreshers Everyone who works with the media or participates in any communications practice for a municipalities needs some basic media training and plenty of refreshers along the way. This workshop will cover the importance of message development, defining your audience, preparing for interviews – either planned or surprise – understanding what is “fair game,” and some basic media relations etiquette.
10:50 a.m. - 11:30 a.m.	Traditional Media vs. Social Media Whether you are from a one spotlight town or Indiana's capital city, you need a communications strategy that includes both traditional and social media. These municipal communications experts will help participants understand the different kinds of media and benefits of each media type, how to determine which tool to use and when, how to determine who in your organization should be involved and much more.
11:30 a.m. - 12:00 p.m.	Be Ready to Communicate in Crisis How a municipal official reacts during a time of crisis is often how they are most remembered. It is also when their citizens need you most of all. What can you do today to ensure you are prepared to conduct media relations and community relations during a crisis? Who are your spokespersons and what do they need to know? Our veteran media relations expert has answers to these questions and more.
12:00 p.m. - 1:00 p.m.	Lunch

1:00 p.m. - 2:00 p.m.	Panel of Journalists and Government Communications Experts Veteran journalist and blogger Abdul Hakim Shabazz will lead panelists through a thoughtful, entertaining discussion about government and the digital age. Have your questions ready, too. There will be time for you to put our panelists to the test!
2:00 p.m. - 2:30 p.m.	Affordable and Cost-free Communications Tools Today's fiscal environment isn't exactly ripe for large-scale expenditures on the latest communications tools. For once, that's actually not a problem. Many of today's communications applications aren't expensive – some are even free!
2:30 p.m. - 3:00 p.m.	Using the Bully Pulpit to Maximize Communications Opportunities As a leader in your community you command attention. When you speak, people listen. Make sure you are using this power to best inform your citizens and educate media on the goals, priorities and happenings in city or town hall. This panel will help you better understand how and when to use your best spokespeople to get things done, avoid mixed messages, and create informed and appreciative audiences. Whether during council meetings, State of the City addresses, media interviews or talks to the local Kiwanis, the opportunities are everywhere!
3:00 p.m. - 3:30 p.m.	Consultations IACT staff and INform professionals will be available for one-on-one assistance with your questions.

EARN MMI CREDIT

Participation in this IACT workshop is eligible for IACT Municipal Management Institute (MMI) credit. Learn more about MMI at www.citiesandtowns.org/mmi. Thank you to MMI sponsor Wessler Engineering.

