

TheCapitol.Net's Executive Conference:
How to Work with the Media
Part I: Developing and Writing Your Message

Sample Agenda – see www.WorkWithTheMedia.com for schedule
Washington, DC

8:30 **Welcome to Morning Session**
TheCapitol.Net

8:35 **Media Relations 101: Understanding and Working With The Media**
Experienced DC-based journalist/media relations expert

Effectively dealing with the media requires understanding the audience: who are the media/reporters, and what are their goals, mindset, et cetera. This session will examine media outlets and review differences between broadcast and print. It will consider media format, audience size, and the importance of media timing, cycles, and deadlines. The speaker will discuss how new technologies and the Internet affect your media relations.

9:20 **Break**

9:30 **Developing Your Message**
Experienced DC-based journalist/media relations expert

This session will focus on developing an effective message to support your organization's policies or goals. It begins with defining your goals and brainstorming to develop a message that is clear, concise, truthful and persuasive. Learn to consider not only your message, but what your opponent/others are saying about the issue, and how to counter it. Discuss utilizing focus groups and market research to refine your message.

10:30 **Building Your Communications Plan**
Experienced DC-based journalist/media relations expert

The speaker will discuss how to build a communications plan and strategy to effectively deliver your organization's message. Discussion will include selecting media targets and the most appropriate channels to reach them. The session will identify internal and external factors you must consider when creating your plan and strategy.

11:30 **Break**

11:40 **Preparing a News Release, Media Alert, or Media Kit That Gets Noticed**
Experienced DC-based journalist/media relations expert

This session will present four keys to effective communication in press releases, media alerts, media kits, and other communication vehicles. The speaker will discuss news release essentials: choosing the right contact, the right timing, and the right information that reporters want. He will stress the importance of including the basics such as who, what, when, where -- and what to leave out.

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12:30 Complete Evaluations and Part I Concludes

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