

TheCapitol.Net's Executive Conference:
How to Work with the Media
Part II: News Conferences, Negative Coverage and
How to Handle a Crisis

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

Presenter: Experienced DC-based media relations expert

1:30 Welcome

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1:35 Engaging the Media and Controlling the Message

The speaker will set the context by discussing the nature of news in today's reality, and how to effectively engage the media in order to get your message out. Interview and news conference tools and techniques such as hooking, bridging, and flagging will be presented, along with other keys to controlling your message and conducting a successful interview or news conference.

2:20 Break

2:30 Types of Interviews

This session will discuss types of interviews including telephone, television, edited, remote, and others. The basics of how to effectively prepare for, and maintain control during each type will be presented. The speaker will also discuss how to prepare for a press conference or media event. You will learn to determine if/when it's necessary to stage a press conference or media event.

3:20 Stretch Break

3:25 Interview Practice

Selected class attendees will have an opportunity to apply the tools they have learned in class by being interviewed by the instructor. "Mock" interviews will be videotaped and critiqued during the session.

4:10 Crisis Communication 101

The speaker will provide important tips for dealing with crisis situations through crisis management. He will discuss how to defuse potentially damaging media encounters, and the most benign way to present "bad news."

5:00 Complete Evaluations and Part II Concludes

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