

# 2<sup>nd</sup> Public Sector Media Relations

## Building a Strong Media Relations Strategy

### *Workshop Included: Developing Your Staff's Essential Media Relations Skills*

#### who should attend

Governmental Directors, Managers, Advisors & Officers involved with Media Relations, Public Affairs, Communications, Consultations, Engagement, External Relations, Policy Making; Media Spokespeople

#### course highlights

- Hear about the essential elements for successful media relations
- Discover how to increase the synergy of your media channels
- Know how to help your staff take an active posture in preparing for and delivering media interviews
- Examine the anatomy of a successful press conference
- Discover how to create the right media fit and get your story out there
- Hear about the best practices and strategies for managing a range of conventional and non-conventional media in forwarding and promoting a credible and reputable narrative
- Examine the essentials for drafting a media message that clearly demonstrate relevance and a keen understanding of the audience

#### participating organizations

Atomic Energy Canada Limited  
Canadian Institutes of Health Research  
City of Barrie  
Hill and Knowlton Canada  
Human Resources and Skills Development Canada  
Impact Public Affairs

National Capital Commission  
Ottawa Life Magazine; NRG-FX Inc.  
Royal Canadian Mounted Police (RCMP)  
Royal Ottawa Health Care Group  
Youth Services Bureau of Ottawa

*"Excellent discussion of key components."*

*"Some nuggets of new information."*

*"Excellent overview of proposed treaty changes."*



**Course Leader**  
Jackie King,  
Hill and Knowlton Canada



Dan Donovan,  
Ottawa Life Magazine;  
NRG-FX Inc.



Mark D. Giles,  
Atomic Energy Canada Limited



Kathryn Keyes,  
National Capital Commission



Christian Plouffe,  
Human Resources and Skills Development Canada



Christian Riel,  
Canadian Institutes of Health Research



Eva Schacherl,  
Youth Services Bureau of Ottawa



Tanya Thompson,  
City of Barrie



Huw Williams,  
Impact Public Affairs

#### as well as:

Nicole Loreto,  
Royal Ottawa Health Care Group

Marc Richer,  
Royal Canadian Mounted Police (RCMP)

# FACULTY

## COURSE LEADER

### JACKIE KING

Jackie King is VP and group leader of **Hill & Knowlton's** integrated communications unit spanning corporate, digital, internal, investor & marketing communications. Jackie provides research-based advice and strategies to senior officials and executives, bridging the disciplines of policy and communications.

### KATHRYN KEYES

Kathryn Keyes is Director of Communications at the **National Capital Commission**.

### NICOLE LORETO

Nicole Loreto is Chief Communications Officer at **Royal Ottawa Health Care Group**.

### CHRISTIAN PLOUFFE

Christian Plouffe, Chief of Media Relations with **Human Resources and Skills Development Canada**, started his career as a communications expert on Parliament Hill, first as a Parliamentary Assistant to three MPs, then as Head of Corporate Communications for the Administration of the House of Commons.

### MARC RICHER

Marc Richer is Director, Media Relations and Issues Management at the **Royal Canadian Mounted Police (RCMP)**.

### CHRISTIAN RIEL

Christian Riel is the Manager of Public Affairs and Outreach for the Canadian Institutes of **Health Research** with years of communications experience at science-based organizations.

### EVA SCHACHERL

Eva Schacherl is the Director of Communications of the **Youth Services Bureau of Ottawa**. She has worked for over a decade as a communications and media relations professional in the public sector.

### TANYA THOMPSON

Tanya Thompson is a Communications Advisor with **The City of Barrie**, responsible for all internal and external communications.

### HUW WILLIAMS

Huw Williams is the President of **Impact Public Affairs** and co-founder of Synergy Communications. He specializes in public affairs and media relations.

## CO-LECTURERS

### DAN DONOVAN

Dan Donovan is President of **NRG-FX Inc.** and is also founding Publisher and owner of **Ottawa Life Magazine**. He was formerly VP of Public & Government Affairs with Magna International.

### MARK D. GILES

Mark Giles, APR, is the Manager of Stakeholder Relations and Communications with **Atomic Energy Canada**. Previously, he was a senior communications advisor with the Privy Council Office – the bureaucratic arm of the Prime Minister's Office.

# COURSE PROGRAM

## DEVELOPING AN EFFECTIVE MEDIA RELATIONS STRATEGY FOR THE PUBLIC SECTOR

Increased scrutiny by a wary public and a hungry media are driving the need to upgrade media relations strategies in the public sector. This session highlights essential elements for successful media relations

- Setting the standards for delivering clear, credible and understandable messages
- Dealing with media demands for increased transparency
- Front-end consultative practices: informing the public of proposed policies
- Increasing the value of social media in your media relations strategy
- Avoiding damaging fumbles in media relations

## TRAINING STAFF TO INTERVIEW FOR A VARIETY OF NEWS MEDIA

Benefit from valuable techniques that will bolster staff effectiveness in staying on message and deflecting media provocation. This session details how to help your staff take an active posture in preparing for and delivering media interviews.

- Understanding the rights of the person being interviewed
- Interview preparation: survival facts of life
- Focusing responses to get your point across
- Unexpected questions: responding to what should have been asked
- Effective techniques for dealing with difficult media encounters

## SUPPLEMENTARY COURSE MATERIAL

Federated Press is now providing delegates with access to an innovative new database containing at least 25 interactive multimedia presentations by leading experts and approximately 20 hours of lectures on the topics covered by this course, including all slides and speakers' papers. See the list of presentations on page 4.

Delegates will also receive a trial subscription to the Government Channel, a much broader resource representing hundreds of hours of interactive multimedia lectures on leading edge Government topics as delivered at our many recent Government conferences and courses.

## AV PROCEEDINGS

Audio/Video segments clickable slide by slide  
Papers and overheads also included  
Print any of the material for your own use



## **BUILDING BRIDGES AND ENHANCING RELATIONSHIPS WITH THE MEDIA**

This discussion gets down to the core of what the media needs, what they expect and how you can balance this with your own objectives in order to maintain productive working relationships.

- Constructive engagement practices for relationship building
- Clarifying the ground rules for media relationships
- Understanding how commercial pressures are affecting journalists
- The relevance of media affiliation when forging relationships
- Connecting with the online "influencers" of public perceptions

## **THE ROLE OF STRATEGIC COMMUNICATION IN POLICY DELIVERY**

Gain greater insight into how strategic communications contribute to issues-based research, analysis, consultations, communications, strategic planning and implementation in policy delivery.

- Translating a policy into a simple message that the public will understand
- Strategic communications in policy formulation and evaluation
- Front-end consultative practices: informing the public of proposed policies
- Optimizing the media as a customer service tool in the public sector

## **MANAGING THE MEDIA IN TIMES OF CRISIS**

Seasoned and skilled media pros will probe the most sensitive and vulnerable areas with vigour. This session focuses on best practices for managing the media to credibly and confidently turn the tide during times of difficulty.

- Latest practices and trends in effective media management
- Perfecting the art of managing the media scrum
- Media crisis communications and damage control
- Correcting misperceptions and misinformation

## **CASE STUDY: TAKING CONTROL OF THE ISSUE AT THE NCC**

Media relations crisis communications success requires taking a number of definitive actions in order to take control of each issue as it arises. This case study presentation will examine some of the challenges the NCC has confronted and the actions taken to effectively deal with them.

- Putting immediate measures into place when faced with a crisis
- Defining your target audience and best ways for reaching them
- The preemptive strike: managing the message ahead of the media
- The power of transparency: addressing the issue head-on

## **CIHR CASE STUDY: TRANSFORMATION FROM TRADITIONAL WAYS TO NEW MEDIA TOOLS**

Failure to incorporate new media as an integral part of your media relations strategy is a squandered opportunity to engage the public and reach a broader audience. This session will discuss how to increase the synergy of your media channels.

- Revamping your strategy for managing the demands of multiple media sources
- Ensuring the consistency and effectiveness of traditional and new media channels
- Best practices in integrating and utilizing social media channels
- Media democracy: how increased advocacy is impacting the public sector

## **BRANDING GOVERNMENT COMMUNICATIONS ONLINE**

This session will focus on how to craft your online communications to create a brand that resonates with the media and helps to channel a connection with stakeholders to boost the image of government and generate greater public support for programs, policies and services.

- Tools and techniques to improve your brand marketing
- Effectively communicating the brand to all relevant stakeholders
- Striking a chord with media interests and priorities
- Integrating "branded" materials across divisions

## **COMMUNITY ENGAGEMENT THROUGH SOCIAL MEDIA**

Social media offers new possibilities for leveraging media relations in order to achieve greater public awareness and community engagement. This session will focus on successful engagement and consultation approaches to increase understanding, elicit feedback and gain buy-in for your services and initiatives.

- Social media engagement strategies and tools
- Encouraging media feedback and community input to influence decisions
- Establishing a public "face" for familiar, accessible community engagement
- Revitalizing media rapport and openness to increase community trust

## **MEDIA RELATIONS FOR MUNICIPAL LEADERS**

Municipal leaders can be thrust into the spotlight at any time important issues or stories emerge, attracting the interest of the media. This session will discuss best practices for dealing with and responding to the media, keeping on message and maintaining your balance to get fair representation without spinning out of control.

- Developing a positive media relationship to help get your message across
- How to prepare for media interviews: informed engagement
- Embracing the art of riposte: deflecting and disarming media barbs
- What you need to do to avoid having your story misrepresented

## **ORGANIZING & DELIVERING EFFECTIVE PRESS CONFERENCES**

When competing for media and public attention, less is more for delivering a message with vitality and "punch." This discussion will take you through an anatomy of a successful press conference.

- Venue, spokesperson selection and fail-safe support issues
- Understanding and utilizing the news cycle to best advantage
- Adapting to the sound bite mentality: how to construct effective "quotables"
- Effective techniques for preparing and conducting technical briefings
- Formulating comebacks to expected and unexpected targets

## **WORKSHOP**

### **DEVELOPING YOUR STAFF'S ESSENTIAL MEDIA RELATIONS SKILLS**

How can you and your team hone their skills and step up their media relations effectiveness, including:

- Understanding what the media wants
- Building a better pitch: what makes a good story
- How to make your organization more media savvy
- The best of both worlds: new and old media

Your registration includes an interactive multimedia database comprising the following presentations from recent Federated Press courses and conferences. They are presented in their entirety with complete audio or video and accompanying slides. You may also purchase the multimedia proceedings of the course which will be available on CD-ROM 60 days after the course.

**Drafting a Strong Message for the Media**

Basia Vanderveen,  
Canadian Dental Association

**Managing the Media in Challenging Times**

Kenneth Evans,  
APEX Public Relations Inc.

**Building Bridges with the Media**

Sean Casey,  
True North Public Affairs

**Case Study: Social Media**

Donna Kell,  
City of Burlington

**Training Staff for Media Interviews**

Jordan Kerbel,  
Canadian Jewish Congress

**National Capital Commission Case Study: Taking Control of the Issue**

Guy Laflamme,  
National Capital Commission

**Strategic Communication in Policy Delivery**

Tony Macerollo,  
Policy and Communication Specialist

**Developing an Effective Media Relations Strategy**

Danial Tisch,  
Argyle Communications Inc.

**Developing Your Social Media Strategy**

Adrian Cloete, *Human Resources and Skills Development Canada*;  
Melissa Teasdale, *Service Canada*

**Getting Your Organization Ready for Social Media**

Mike Spear,  
Genome Alberta

**Integrating Social Media to Facilitate Collaboration & Project Management**

Jennifer Savage,  
WebDrive Canada Inc.

**Social Networking in Government Marketing Campaigns**

Jennifer Savage, *WebDrive Canada Inc.*;  
Melissa Teasdale, *Service Canada*;  
Adrian Cloete, *Human Resources and Skills Development Canada*;  
Philippe Leclerc, *City of Regina*

**IM Challenges of Web 2.0**

Lewis Eisen,  
Industry Canada

**Establishing a Social Media Utilization Policy**

Jennifer Savage, *WebDrive Canada Inc.*  
Matthew Moore, *Citizenship and Immigration Canada*;  
Philippe Leclerc, *City of Regina*

**Social Media in the Communications Mix**

Sophie N. Vydykhan & Daniel Feeny,  
National Capital Commission

**Social Media Strategies for Citizen Engagement**

Joseph Peters,  
Ascentum

**Crisis Communication Readiness & Response Development**

Gregory MacDougall,  
Canadian Air Transport Security Authority

**Managing Media Relations in a Crisis: Views From The Private Sector**

Melanie Coates,  
Fairmont Hotels & Resorts

**Restructuring in a Changing Media Environment**

Huw Williams,  
Impact Public Affairs

**Issues Management**

Paul Monlezun,  
Fleishman-Hillard Ottawa

**Crisis Management Best Practices at MDS Nordion**

Shelley Maclean,  
MDS Nordion

**Developing a Positive Relationship with the Press**

Bernie Farber,  
Canadian Jewish Congress

**Getting Your Organization Ready for Social Media**

Nicholas Charney,  
Indian and Northern Affairs Canada

**Crisis Coaching: Need-To-Know Communication Skills & Tactics**

Dan Miles,  
University of Ontario Institute of Technology

**Managing Media Relations in a Crisis: Views From the Public Sector**

Enrico del Castello,  
Citizenship and Immigration Canada

**Registration:** To reserve your place, call Federated Press toll-free at 1-800-363-0722. In Toronto, call (416) 665-6868 or fax to (416) 665-7733. Then mail your payment along with the registration form. Places are limited. Your reservation will be confirmed before the course.

**Location:** Ottawa Marriott Hotel, 100 Kent street, Ottawa, ON, K1P 5R7

**Conditions:** Registration covers attendance for one person, the supplementary course material as described in this document, lunch on both days, morning coffee on both days and refreshments during all breaks. The proceedings of the course will be captured on audio or video. Multimedia proceedings with all slides and handouts can be purchased separately on a CD-ROM which will also include the course material.

**Time:** This course is a two-day event. Registration begins at 8:00 a.m. The morning sessions start promptly at 9:00. The second day ends at 4:00 p.m.

**Cancellation:** Please note that non-attendance at the course does not entitle the registrant to a refund. In the event that a registrant becomes unable to attend following the deadline for cancellation, a substitute attendee may be delegated. Please notify Federated Press of any changes as soon as possible. Federated Press assumes no liability for changes in program content or speakers. A full refund of the attendance fee will be provided upon cancellation in writing received prior to January 31, 2012. No refunds will be issued after this date.

**Discounts:** Federated Press has special team discounts. Groups of 3 or more from the same organization receive 15%. For larger groups please call.

Payment must be received prior to February 6, 2012

Phone: 1-800-363-0722 Toronto: (416) 665-6868 Fax: (416) 665-7733

**TO REGISTER FOR PUBLIC SECTOR MEDIA RELATIONS**

Name \_\_\_\_\_  
 Title \_\_\_\_\_ Department \_\_\_\_\_  
 Approving Manager Name \_\_\_\_\_  
 Approving Manager Title \_\_\_\_\_  
 Organization \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ Province \_\_\_\_\_ Postal Code \_\_\_\_\_  
 Telephone \_\_\_\_\_ Fax \_\_\_\_\_ e-mail \_\_\_\_\_  
 Please bill my credit card:  AMEX  VISA  Mastercard  
 # \_\_\_\_\_ Expiration date: \_\_\_\_ / \_\_\_\_  
 Signature : \_\_\_\_\_  
 Payment enclosed:  Please invoice. PO Number: \_\_\_\_\_

**REGISTRATION COSTS**

NUMBER OF PARTICIPANTS:   
 COURSE: \$1975  
 COURSE + PROCEEDINGS CD-ROM:  
 \$1975 + \$175 = \$2150  
 PROCEEDINGS CD-ROM: \$599  
 NOTE: Please add 13% HST to all prices.  
 Proceedings CD-ROM will be available 60 days after the course takes place  
 Enclose your cheque payable to Federated Press in the amount of:  
  
 GST Reg. # R101755163  
 PBN#101755163PG0001  
 For additional delegates please duplicate this form and follow the normal registration process