



## CRISIS COMMUNICATION & MEDIA RELATION “SURVIVAL SKILLS”

### **Prerequisites:**

None

### **Course Summary:**

ARMADA’s Media Relations “**Survival Skills**” Training Course is focused on developing the tools necessary for an organization’s leadership to properly and professional deal with the news media. No matter if the news is positive or negative, media coverage greatly impacts the general public’s opinion of your organization and its mission.

This day-and-half course will provide the participants with the foundation of effective communications, understanding the news media, how to properly prepare for the news media during critical incidents, how to write and prepare media releases, and conduct practical exercises including videotaped media interviews.

### **Course Length / Hours:**

1.5 days. Exact times are listed on the website ([www.armadausa.com](http://www.armadausa.com)).

### **Topics May Include:**

- Introduction into the basic fundamentals of Media Relations
- Understanding why we must deal and interact with the news media
- Effective communications with the news media
- Effective Communication Skills
  - Verbal and non-verbal Communications
  - Internal Communications
  - External Communications
  - Importance of developing Listening Skills
- Role of the Public Information Officer (PIO) when dealing with the news media
- Agency Spokesperson during critical incident
- Understanding the needs of the media during day to day operations and critical incidents
- How to properly write and prepare a media release and news advisory which will capture news editor’s attention
- How to properly prepare for briefings and news conferences during crisis situations
- How to prepare for media appearances and interviews
- How to handle dealing with the media during Crisis Situations
- How to handle the media when the news coverage is negative
- Ohio Sunshine Law - Release of information “Is it a public record?”

### **Requirements:**

Attendees should bring an open mind.



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### **Training Location Information:**

See website for details. [www.armadausa.com](http://www.armadausa.com) . Contact ARMADA to host a course and receive free / discounted training.

### **Course Cost:**

Introductory price of \$100 per student. Discounts are provided to organizations that host training events. Discounts are also provided for bulk training (i.e. large number of students and/or multiple courses). Contact ARMADA for details.

Minimum Students: 8

Maximum Students: Dependant on Accommodations

