

TRAINING OPPORTUNITY

Media Relations for Local Government

MR



It's 5 p.m. on a Tuesday. You're preparing for tonight's city council meeting. You get a call from the receptionist saying a local news channel is here and they need someone for an on-camera interview about an item on tonight's agenda. What do you do? Do you have a protocol in place for fielding media requests?

If you don't, you should. Even in our modern, digital world, people still rely on local broadcast and print media as a primary source of news. Having a sound media relations strategy, along with trained spokespeople and subject matter experts, will help you successfully navigate today's complicated media landscape.

This interactive media relations training is based on years of experience working with media in a local government setting and is designed to help you map out an effective media relations strategy and build strong relationships with reporters.

COST:

Four-Hour Workshop: **\$2,450**

The four-hour workshop accommodates an unlimited number of participants and includes a media relations workbook and case study exercise.

Two-Hour Micro Training: **\$1,650**

The two-hour workshop is limited to five participants.

KEY TAKE-AWAYS:

- Understand the modern media landscape and legal rights for reporters
- Review tools and tips you need to communicate effectively with the media in general and in times of crisis
- Learn how to make sure your team is ready should a media crisis hit
- Explore how to get buy-in from your agency leadership on making media relations a priority
- Get tips on how to become your own news bureau to offset shrinking media outlets and budgets
- Learn how to make your pitch stand out
- Begin the development of your own media relations strategy
- Put your training into practice through tabletop exercises, mock interviews and role playing with real-time feedback and evaluation

ABOUT JPW

JPW Communications is a full-service marketing, communications and outreach agency designed specifically for the public sector. We understand government because we've spent decades working in government. As a team, we leverage that experience to help public agencies better connect with the communities they serve and move the needle on important outcomes in communities throughout the United States.



JPW COMMUNICATIONS
FROM GOVERNMENT. FOR GOVERNMENT.

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