



Leadership Institute

Public Relations School

Thursday, October 24, 2019

Breakfast & Check-in begins at 8:30 a.m.

Welcome and Introduction

9:00 a.m. – Hannah-Catherine Smith, Leadership Institute

Lecture – Introduction to PR Strategy

9:05 a.m.

- What can PR do for you?
- Understanding the media
- What makes news
- Components of a communications plan

Lecture – PR Campaigns

10:15 a.m.

- How to set up a campaign
- How a PR campaign can help your organization
- Components of an effective PR campaign

Lecture – Media Relations in PR

11:30 p.m.

- What journalists want/need from you
- What journalists don't want from you
- Building rapport with journalists
- How to pitch stories most effectively

Lunch - 12:30 p.m.

Lecture – Social Media in PR

1:30 p.m.

- Message development
- How to best engage
- Tools
- How to present/tease longer-form content

Lecture and Exercise – Crisis Management

2:45 p.m.

- Having a plan and being prepared before crises occur
- Elements of the plan
- Crisis management team
- Executing plan when crises do happen

Lecture – Coalitions

4:00 pm.

- Pros and cons of working with coalitions
- Identifying and recruiting potential allies
- Coalition tactics to advance your cause

Lecture and Exercise – PR Writing

5:15 p.m.

- How to draft a press release
- How to draft a media advisory
- Examples of PR writing
- Practice writing

Conclusion of School

6:30 p.m. – Hannah-Catherine Smith

Attendees complete and return evaluations