

AGENDA**Public Relations School – October 21st, 2021****Welcome and Introduction**

9:00 AM – 9:05 AM: Ryan Brann, *Communications Training Coordinator – Leadership Institute*

Lecture – Introduction to PR Strategy

9:05 AM – 10:00 AM: Ben Woodward, *Director of Communications Training – Leadership Institute*

- What can PR do for you?
- Understanding the media
- What makes news
- Ethics in PR

Lecture – Coalitions

10:00 AM – 11:00 AM:

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

Lecture – Media Relations in PR

11:00 AM – 12:00 PM: Mary Vought, *President - Vought Strategies*

- What journalists want/need from you
- Building your rapport with journalists
- How to pitch stories most effectively

Break: 15 Minutes

AGENDA Continued**Public Relations School****Lecture – Social Media in PR**

12:15 PM – 1:00 PM: Veronica Hays, *Digital Training Coordinator - Leadership Institute*

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

Lecture – Crisis Management

1:00 PM – 2:00 PM: Ron Nehring, *Director of International Training - Leadership Institute*

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

Conclusion of Public Relations School

2:00 PM: Ryan Brann, *Communications Training Coordinator – Leadership Institute*