



Leadership Institute

# Public Relations School

Thursday, July 18, 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