

Become a PR Rock Star for Your Association

OSAE Media and Public Relations (PR) Seminar

March 1, 2012

- 1:30pm **Learn to rock before you talk**
Crystal Davis Hutchins — OSBA Deputy Director of Communication Services & former TV news reporter/meteorologist
- The skills required to artfully craft and deliver a story to the media filled with positive key messages are similar to those used by legendary rock stars and songwriters. "Wordsmith" Crystal will teach you how to control and totally rock out your next media interview by delivering powerful, concise and credible statements to the press.
- 2:00pm **Turning sour notes into sweet songs**
Hear ways to change the tone of negative, tough media interviews (and questions from community members) to positive news about your association.
- 2:30pm **Dress rehearsal: Tough media interview on tape role-playing activity**
It's time to rock! Your group will be given a scenario and then we'll push the video record button, ask tough questions and analyze your responses. This will be an excellent opportunity to hone your spokesperson skills, receive expert feedback and gain the confidence needed to wow the masses.
- 3:45pm **Invite the media to play in your PR band**
Knowing key news personnel and the best way to contact them can help you generate positive press encores. Crystal will break down newsroom operations, local news VIP's you should get to know and how to partner with them to rise to the top.
- 4:00pm **Fine-tuning your PR rock star repertoire**
Shane Yates, CAE, CMP — Executive Director, OPTA
- This facilitated discussion will give you the opportunity to dissect the luncheon media panel learning points as well as your training to be a rock star spokesperson. You'll have the opportunity to look at your own association and others so you can anticipate, prepare for and communicate information to the public about upcoming changes in your association or industry.
- 4:30pm Adjourn