



# PUBLIC RELATIONS AGENDA

## *Mini Communications Training Academy*

*Presented by IAFF 7th District PR Team*

**2-Day, Separate Agenda**

***Elizabethan Room***

<b>SESSION TIME</b>	<b>TUESDAY APRIL 16, 2019</b>	<b>WEDNESDAY APRIL 17, 2019</b>
<b>1:30–3:00 pm</b>	<p style="text-align: center;"><b><i>KXLY Studio Tour</i></b></p> <p>The group will walk to KXLY to tour the studio and learn about thier operations.</p>	<p style="text-align: center;"><b><i>Member Engagement</i></b></p> <p>An educated, engaged membership is key to any successful program. Learn how to pull your members in and use their expertise to enhance your PR message.</p> <p style="text-align: center;"><i>Jasper Stenstrom, Local 726 Reece Williams, Local 3427</i></p>
<b>3:30-5:00 pm</b>	<p style="text-align: center;"><b><i>PR &amp; Social Media Payoffs</i></b></p> <p>A well-orchestrated, year-round Social Media campaign can have impressive payoffs. Learn how ongoing efforts to engage community members lead to political success.</p> <p style="text-align: center;"><i>Jay Wilkins, Local 3711</i></p>	<p style="text-align: center;"><b><i>Ask the Experts</i></b></p> <p>IAFF 7<sup>th</sup> District Public Relations committee members will be available to advise on public relations plans and to answer your specific questions about podcasts, video creation, Twitter, Instagram &amp; Facebook posts</p> <p style="text-align: center;"><i>Jasper Stenstrom, Local 726 Dave Lamb, Local 828 Reece Williams, Local 3427 Matt Lowery, Local 3520 Jay Wilkins, Local 3711</i></p>
<p><b><u>Attendees should have</u></b></p> <ol style="list-style-type: none"> <li>1. Access to their local’s social media platforms (FB, Twitter, Instagram, etc.)</li> <li>2. Smartphone</li> <li>3. Video App</li> </ol>		