



PUBLIC RELATIONS AGENDA

Mini Communications Training Academy

Presented by IAFF 7th District PR Team

2-Day, Separate Agenda

Elizabethan Room

SESSION TIME	TUESDAY APRIL 16, 2019	WEDNESDAY APRIL 17, 2019
1:30–3:00 pm	<p style="text-align: center;"><i>KXLY Studio Tour</i></p> <p>The group will tour the KXLY studio and learn about operations.</p>	<p style="text-align: center;"><i>Social Media Strategies and Content Creation</i></p> <p>Learn how to create a social media campaign and how to use tools to create graphics, videos and more. A project will be assigned.</p> <p style="text-align: center;"><i>Jasper Stenstrom, Local 726 Reece Williams, Local 1983</i></p>
3:30-5:00 pm	<p style="text-align: center;"><i>PR & Social Media Payoffs</i></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;"><i>Social Media Strategies Part Two</i></p> <p>Members of the IAFF 7th District Public Relations committee will evaluate Social Media plans, provide assistance, and answer specific questions about podcasts, video creation, Twitter, Instagram & Facebook posts</p> <p style="text-align: center;"><i>Jasper Stenstrom, Local 726 Dave Lamb, Local 828 Reece Williams, Local 1983 Matt Lowery, Local 3520 Jay Wilkins, Local 3711</i></p>

Attendees should have

1. Access to their local's social media platforms (FB, Twitter, Instagram, etc.)
2. Smartphone
3. Video App