

SHAPING THE FUTURE

2019 ATSA Conference | Thursday November 7 | 10:30 AM – 12:00 PM

T-12

Working with the Media to Maximize the Impact of Your Message

Ann Snyder, MMS
ATSA Public Affairs Coordinator

This course is designed for professionals who are interested in improving their media relations skills, are required to publicly represent a program or organization, and/or are interested in serving as a subject matter expert when issues and events call for a professional interpretation. The contents are appropriate for individuals with little or no media relations experience as well as those seeking a refresher on how to communicate in today's complex and polarized media environment.

Specific topics that will be covered include:

- How today's media outlets function and their priorities;
- The basics of working with the media, your rights when dealing with the media, and guidelines for building a positive rapport with reporters;
- How to prepare messages the media will use and the public will understand;
- How to reframe reporters' questions and provide additional information while still being responsive;
- What to do when a reporter calls;
- How to prepare for interviews, how to conduct interviews, and what to do (and not do) after interviews;
- The rules of crisis communications;
- The 50 questions the public wants answered in a crisis;
- Tools for representing your side in a controversy; and
- How to handle protests and threats.

The format of the course will be presentation of topics followed by practice in key areas such as developing messaging and using communication tools. Participants will be provided a media relations guidebook covering everything presented in the session.

Learning Goals:

At the conclusion of this workshop, the participants should be able to (e.g. recognize, identify, list, summarize, demonstrate, diagnose, etc...):

- Understand how to develop effective messaging
- Understand and use the four-square communication approach to controversial situations
- Understand and use the four steps in reframing and redirecting media questions

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Ann Snyder has served as the Public Affairs Coordinator for the Association for the Treatment of Sexual Abusers (ATSA) since January 2017. Her role at ATSA includes monitoring and responding to media coverage, training ATSA members on media relations, promoting association initiatives and events, and tracking and assisting with legislative issues throughout the 50 U.S. states and in Congress. She has more than 25 years' experience serving as a communications director for several public agencies in Oregon including the Oregon Youth Authority, Oregon Department of Human Services, and Oregon Health and Sciences University. Her communications expertise includes program development, messaging coordination, crisis communications, and reputation management. She received her Bachelor of General Studies from The University of Iowa and her Master of Management Science with a Certificate in Marketing from Marylhurst University.