



# Strategic Communication

Crucial Concepts for effective messaging

# Crises Communication

- Strategic communication strategy for every committee and department

# Crises Communication

- Cultivating a culture of appropriate transparency

# Crises Communication

- Staying in control of the message
- Being the first to release accurate information

# Crises Communication

- Consulting with communication professionals early in the process

# Crises Communication

- A media writing team

# Media Relations

- What is Media Relations???

# Media Relations

- Handling inquiries from external media organizations



# Media Relations

- The role of the reporter and understanding “off the record”

# Media Relations

- Avoiding the term “No Comment”

# Media Relations

- Conversational demeanor

# Media Relations

- Working with spokespersons

# Media Relations

- Alert supervisor/chair/department head and communication team

# Media Relations

- If the conversation has already happened

# Positive Media Relations

- Credibility

# Positive Media Relations

- Reaching Audiences



# Positive Media Relations

- Share your story

# Positive Media Relations

- Control your Crises

# Positive Media Relations

- Build Beneficial Relationships