

FEATURED COURSE

CSAC INSTITUTE 362

Communicating Directly with Your Public: Using New Media



- ☞ *Our local media outlets are gone or don't get our message right ... are there other strategies?*
- ☞ *How is the world of communicating with the public changing and how should counties respond?*
- ☞ *What should counties consider BEFORE they embark on using new media?*
- ☞ *What are the ethical and legal considerations?*



Designed for County Supervisors, Senior Executives and Communications Managers

The traditional news release, news conference or public service announcement is becoming less effective in communicating the county's perspective on issues or events. Fewer people read newspapers and most media outlets are cutting back on reporters.

So how do counties get *their* messages out? This course examines the elements of a communication strategy and how new media tools fit in. Participants explore communication strategy and the use and how tools such as web sites, Facebook, Twitter, YouTube and others fit into an overall strategy package. Participants examine the effectiveness of strategies in different situations.

Course topics include:

- ◆ **The changing world of media communications**
- ◆ **How to match audience with communication strategy**
- ◆ **Selection and use of new media strategies**
- ◆ **Savings (and costs) of using new media**

- ◆ **Legal and ethical considerations**
- ◆ **Managing the use of new media by the county: the game plan**

Hands-On Learning

Interactive presentations and small group discussions highlight the class and provide participants with a hands-on, policy-level examination of county media communication strategies. Small groups share county approaches. Participants receive content-rich resources and reference materials.

Expert Faculty

Course faculty are recognized experts in the practice and use of new media for public agency communications. Instructors include:

- ◆ **Jeffrey M. Barker**, Deputy Executive Director of the California High-Speed Rail Authority, a capacity in which he is responsible for all communications, outreach, intergovernmental affairs, strategy, and messaging for the historic \$43 billion infrastructure project. Prior to joining the Authority, Barker worked for Governor Arnold Schwarzenegger as Chief Deputy Director of Communications.
- ◆ **Barry Fraser** is the Telecommunications Policy Analyst for the City and County of San Francisco. Previously he served as the Assistant Director of the San Diego County Department of Media and Public Relations. Mr. Fraser has a law degree from University of San Diego School of Law.

FRIDAY 26 March 2010

10:00 a.m. to 3:30 p.m.

SACRAMENTO

\$75 for County Officials and Staff

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