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“Communicating Effectively with the Media During a Pandemic”

Wednesday, April 22

From your Desktop
11:00 a.m. – Noon

As the COVID-19 pandemic continues to evolve in the age of the nanosecond news cycle, the public is barraged by constant news conferences, media coverage and information from public agencies.

Real-time research, however, is showing a listener/viewer fatigue, and these COVID-19 news conferences have begun to yield little to no valuable information for the public. In fact, many TV and radio outlets in California’s largest media markets have scaled back most of the political speeches given by mayors and other elected officials in favor of hearing from medical professionals and subject matter experts.

As public-sector communicators, how do we effectively and creatively reach our communities with agility, transparency and speed during this time of crisis?

During this webinar, listeners will learn about:

- The evolving media market and how technology helps, and hurts
- Alternatives to news conferences to get information out to the public
- Most credible speakers to maintain reach, resonance and relevance
- Current news conference tips and tools, especially virtual pressers
- How to maintain relationships with the media

Webinars can be watched live or after the webinar via recording. All registrants are provided with a link to the recording.