

Media Relations Made Easy  
Auburn University Student Center  
Rooms 2222 & 2223  
Wednesday, July 22, 2009  
8:30 a.m. – 4:30 p.m.  
Agenda



8:30 a.m. – 9:00 a.m. – Overview of training and explanation of new monthly report form and revisions to existing advertising form per new federal guidelines- Sandy Williams/Ami Landers

9:00 a.m. – 11:45 a.m. Panel discussion conducted by Auburn University's Department of Communications and Marketing led by Mike Clardy, Director of Communications. Other panelists include; Jim Jackson, Director of Broadcast Services, Kevin Fichtner, Broadcast Associate, Brock Parker, Multi Media Specialist and Katie Wilder, Communications Editor.

- I. Introductions
- II. Importance and the value of using mass media
- III. What makes a good spokesperson?
- IV. What to do before a reporter calls
- V. How to handle yourself when a during the phone call or interview
- VI. Successful interview tips
- VII. Tips for television interviews
- VIII. Television interview exercise

11:45 a.m. – 12:45 p.m. – Networking Luncheon – “How to Tell Your Story,” Feature presentation conducted by Maggie Lawrence, ACES Communications & Marketing Specialist.

1:00 – 3:30 p.m. Panel Discussion conducted by Auburn University's Department of Journalism and Communications led by Dr. Margaret Fitch-Hauser, Associate Professor & Department Chair. Other panelists include; Mr. Robert French Paraprofessional/Instructor for the Division of External Affairs, Dr. Brian Bourdeau, Assistant Professor of Marketing, Mr. Rod Bramblett, Director of Broadcast Services for Auburn Network & the “Voice of Auburn Tigers” and Miss Nicole Mabry, Clear Channel Radio Statewide Sales.

- I. Introductions
- II. Public Relations overview
- III. Social media applications & tutorial
- IV. Effective marketing techniques & trends
- V. Radio broadcast interviews- Techniques and tips and role playing for in studio and other live on air interviews
- VI. Effective PSA writing and protocol when dealing with local radio stations

3:30 – 4:00 p.m. Discussion of media kit binders-Sandy Williams

4:00 – 4:30 p.m. Wrap up questions and adjourn