

Crisis media training for cooperatives: Effectively communicate during an emergency

You liked this so much, we're doing it again.

Here's what some of the participants said about the 2008 presentation of Crisis Media Training with Debra Ballard:

"Excellent. Thanks for organizing this session."

"Great format and content! Thank you!!"

"Excellent presenter"

"I practiced something I was terrified of having to do. More co-ops should have taken advantage of this session."

"I speak with the media several times per week. I'm sure I will use all of this information."

Sooner or later, every cooperative can expect to face some kind of crisis. Whether it's a man-made emergency, a natural disaster or a one-in-a-million accident, any crisis can mean unwanted attention and potentially unfair damage to the co-op's public image.

That's why Cooperative Network is again offering this highly-focused, intensive one-day training course designed specifically for co-ops. A cooperative—or any other organization—should plan and identify who its spokesperson will be in a crisis situation, and this training will help prepare that person for crisis management with the media and give them valuable experience in front of the camera that they can return to later on, for further study and practice.

We will be offering this session on one day only, and to ensure the necessary degree of individual attention, class size will be limited to the first 12 participants who register.

Registration fee includes instruction, training materials, lunch, and a DVD of each participant's mock interview.

Registration fee—\$450.00
Deadline—Friday, January 29, 2010
Questions?—Call 608-258-4391

Wisconsin electric co-ops can use one Skill Builder Credit.

Monday February 8, 2010
Plaza Hotel
Eau Claire, Wis.
Debra Ballard, Trainer

8:00–8:30 a.m. Registration

8:30–Noon Instructional portion of program

- Identify the type of crisis communication plan that will work for your co-op.
- Create a clear and comprehensive communication plan of action
- Learn how to anticipate and deal with the different aspects of a crisis.
- Understand how to view the crisis from the public eye.
- Avoid common mistakes often made during a crisis.
- Apply proven processes for declaring an end to the crisis
- Examine real-life cases where the press was handled well, as well as examples where the press was handled badly.

Noon–12:45 p.m. Lunch

12:45–5:00 p.m. Mock interviews and critiques

Participants will be put on the spot with a mock press conference responding to a crisis at their cooperative. They will have a chance to use the skills learned during the morning session, as they are interviewed by "unfriendly media."

A variety of crisis scenarios will be constructed, each tailored to the participant's type of cooperative.

So everyone can learn from each others' successes and mistakes, each participant's mock interview will be taped and critiqued in front of the group. Participants will be provided with a DVD of their interview to take home and study.



REGISTRATION FORM

Cooperative Network *Crisis Media Training* February 8, 2010

Organization Name _____
 Address _____ City, State, Zip _____
 Contact Person _____ Phone (____) _____
 Email _____

Registrations are due by Friday, January 29, 2010
Please fax your registration form to (608) 258-4407.

February 8th
 Plaza Hotel
 Eau Claire, Wis.

	Name	Title	Email	
1.	_____	_____	_____	<input type="checkbox"/>
2.	_____	_____	_____	<input type="checkbox"/>
3.	_____	_____	_____	<input type="checkbox"/>
TOTAL PARTICIPANTS				<input style="width: 50px; height: 20px;" type="text"/>

Course size limited to 12 participants.
Registration is on a first-come, first-served basis.

Please specify any special accommodations needed.

Indicate number of registrants needing one or more of the following to participate in this conference:

_____ Dietary restrictions/vegetarian; please specify _____
 _____ Brailled materials _____ Taped or large print materials
 _____ Interpreter (e.g. ASL, Signed English), please specify _____
 _____ Accessible parking space _____ Wheelchair or Scooter User _____ Barrier-free room
 _____ Other (specify): _____

Requests must be made before the final registration deadline.
After the deadline, no guarantee can be made for diet or other accommodations.

ALL REGISTRATION FEES include lunch, breaks, and conference materials. Please send your payment to:

Cooperative Network
 131 West Wilson Street, Suite 400
 Madison, WI 53703-3269
 Fax: (608) 258-4407

Crisis Media Training _____ x \$450.00 = \$ _____
 (# of attendees)

Or if Wisconsin Electric Cooperative using Skill Builder Credits, check here (1 credit/attendee) _____

Total Enclosed \$ _____

Cancellation Information: NO REFUNDS WILL BE GIVEN after Friday, January 29, 2010.