

Municipal Leadership Development Program

Module 5 **Public Relations and Communications for Municipalities**

9 a.m. to 4:00 p.m.

Overview of the Session:

This is a highly interactive workshop designed to help you more effectively communicate with your ratepayers, the broader public and the media.

Morning Session

- Overview of why it is important to be more strategic in how you communicate with your ratepayers;
- How to develop an effective communications plan and incorporate “best practice” public relations tools and techniques into your regular business operations;
- Overview and discussion of advantages and disadvantages of different methods of communicating with your ratepayers including both traditional and social media.

Afternoon Session

- How to write effective public service announcements and media releases;
- How to develop key messages and answer tough questions from angry ratepayers and reporters;
- How to avoid common pitfalls while answering questions;
- The use of the “bridging technique” to deliver messages more effectively;
- How to avoid appearing deceptive, even in situations where comments can’t be made.