

Bad Press, A Media Survival Guide for Public Officials

Presented by:

Captain Bill Wade, A.P.R.
Tampa Fire Rescue

Holley M. Wade
Hillsborough County Emergency Management

- Goal
 - Have the attendees walk away with a better understanding of how to prepare themselves and their organizations to handle communications during crises “bad press”

- Objectives
 - Ten Commandments of Media Relations
 - What is News
 - The Simple Plot
 - Define a Crisis
 - Crisis Communications Planning
 - Crisis Communication Messaging
 - Social Media
 - Public Official and News Media Roles