



**Business & Industry Center's
Public Safety Institute presents...**

Media Relations and You



Effective media policies and procedures help build positive community relationships. When developing or maintaining a media relations function, agencies should foster working relationships with the media, create an atmosphere of cooperation and open communication, and ensure media personnel have an accurate understanding of agency policies and procedures. - IACP Resource Center

The media's the most powerful entity on earth. They have the power to make the innocent guilty and then to make the guilty innocent, and that's power. Because they control the minds of the masses. - Malcolm X

This training will provide the student with an understanding of how to initiate and establish a relationship with their local media partners by focusing on the following:

- The gaps between social media and media outlets
- Understanding viewership
- How to deliver a press release
- How to conduct a press conference
- Do's and don'ts of media relations
- How to conduct interviews
- How to use the media to your benefit

When: November 8, 2023 1 8 a.m. - 5 p.m. (lunch noon-1 p.m.; responsibility of the attendee)

Where: Washburn Tech, 5724 SW Huntoon St., Topeka, Kan. 66604

Cost: \$75

Format: Lecture/Student Participant

Hosted by Washburn Tech Business & Industry Center's Public Safety Institute
Register by contacting Washburn Tech at (785) 383.3892 or
william.cochran@washburn.edu.

Presenters for this training session include:



Jon Janes

Jon recently completed a TV news career spanning 50 years, the last 24 years as News Director at WIBW TV in Topeka. Jon is a graduate of the University of Iowa School of Journalism and received his Master's Degree from San Diego State University. After serving a tour in Southeast Asia in the United States Air force, Jon worked or consulted news departments in 20 U.S. cities.

At WIBW, Jon led a staff of 27 and was responsible for more than 34,000 hours of local news while at the station. 13 News serves a potential Northeast Kansas audience of 425,000 people. Jon recently retired in June of this year to a less stressful life of travel with his wife Lynda, visiting grandchildren and playing golf.



Bill Cochran

Bill served 34 years with the Topeka Police Department and retired as the Chief in 2021. Bill then served as the Chief of Staff to the City Manager and then served as the Interim City Manager for the City of Topeka.

Bill retired from the Kansas Army National Guard in 2005 upon returning from a deployment to Iraq in support of Operation Iraqi Freedom.

0800-0830 Welcome and Introduction

0830-0930 Understanding Gaps between Social Media and Media Outlets, Viewership

0930-1030 News Releases, Press Conferences and Staging

1030-1200 Media Relations, Media Operations and Media Timelines

1200-1300 Lunch (Students' Responsibility)

1300-1500 Media Interviews Practical Application of Interviews, News Releases, News Conferences

1500-1600 Utilizing Media to Your Benefit

1600-1700 Maximizing Social Media