



Public Relations And Public Speaking



(Interacting with the Media and Giving your best presentation ever!)

At one time or another, almost every public manager is tasked with a media interview for your agency or a specific project or faced with giving convincing presentations.



This one-day training seminar is to provide invaluable information:

- ★ for those who wish to be prepared when it is "their turn", AND
- ★ to serve as a refresher for those who have already "been there and done that".

The proposed training agenda, topics to be covered throughout the day, and a brief biographical sketch of the instructors are attached to this registration form. If it becomes separated, you may find the information on our website: www.oklahoma.feb.gov

Date: Tuesday, May 25, 2004

Time: Registration will begin at 7:30 a.m.

Training will be from 8:00 a.m.—4:30 p.m. (with a working lunch)

Location: Sleep Inn & Suites, 3608 S. Broadway, Edmond

If you are traveling and need lodging, please call the Sleep Inn at (405) 844-3000 for reservations; they offer a Federal Govt rate at \$59.95 per night. Be sure to state that you will be attending the Federal Executive Board training.

➤ Cost for full day:	<input type="checkbox"/> \$85 per person (registration must be received in the FEB Office before April 2, 2004)
	<input type="checkbox"/> \$95 per person (for registrations received after April 2, 2004)
➤ Media:	<input type="checkbox"/> \$65 per person (this includes morning sessions and the working lunch) through 4/2/04
	<input type="checkbox"/> \$75 per person (this includes morning sessions and the working lunch) after 4/2/04
➤ Public Speaking	<input type="checkbox"/> \$50 per person (this includes the working lunch and afternoon session) prior to 4/2/04
	<input type="checkbox"/> \$60 per person (this includes the working lunch and afternoon session) after 4/2/04

Name: _____ Agency: _____

Address _____

Phone: _____ Fax: _____

Payment Method: Cash Check made payable to the Oklahoma FEB Credit Card Govt Voucher

Please mail to:	Oklahoma Federal Executive Board 215 Dean A. McGee, Ste 320 Oklahoma City, OK 73102
Or fax to:	405-231-4165

Cancellation Policy: Understanding that unforeseen circumstances may preclude an individual from attending, refunds and cancellations will be permitted through May 10, 2004. However, after that date, registrations must be honored by the individual or agency involved. If you are unable to attend, substitute attendees are authorized and encouraged!



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Training Agenda Topics

Times are approximate and the sessions may be moved to different time slots to accommodate our presenters:

8:00-9:00 a.m. Terri Watkins: Tips on interacting with media

- * How to properly notify various media sources with information.
- * What is considered newsworthy
- * How to develop effective press releases and to whom you should send them.
- * Valuable information on deadlines

9:15-11:30 a.m. Joe Slye: Training on interacting with media teaches participants how to:

- * Handle both tough interviews and sensitive issues
- * Dress, sit, stand and gesture appropriately for all media interviews
- * Develop easy-to-communicate messages and get them into every interview
- * Not be misquoted
- * Get reporters to print/air what you want them to

11:45-1:00 p.m. Working Lunch Topic of "Crisis Communications"

- * Presentation by Kym Koch on experience in dealing with the media during emergencies. Ms. Koch is currently the Press Secretary for Governor Henry; however, she has previous experience with Oklahoma State Bureau of Investigations where she was the media spokesperson in the aftermath of the 1995 bombing of the AP Murrah Building and a former broadcast journalist with KWTW-9 in Oklahoma City.

1:15-4:30 p.m. Joe Slye: The Speaker/Presentation Training includes:

- * Tips on putting a winning speech or presentation together
- * Effective use of audiovisual aids
- * How to handle the question and answer segment like an expert
- * Learning how to handle stage fright and still be dynamic
- * Using PowerPoint to help get your message across
- * Great openings that grab audiences and endings that are memorable

Our Instructors

Terri Watkins



Eyewitness News 5's Terri Watkins was born in Fayetteville, Ark., and raised in Norman, Okla. She received a Bachelor of Science degree in political science from the University of Oklahoma, and spent five years working as a Radio News Reporter in Tulsa, Dallas and Oklahoma City.

She has been part of two Peabody Award-winning teams in the newsroom.

In addition to numerous Emmy nominations, Watkins has received Houston and New York International Film Festival Awards and an Edward R. Murrow Award for investigative reporting.

Watkins spent nearly three years working on the Oklahoma City bombing case, including coverage in Denver of the trials of Timothy McVeigh and Terry Nichols.

Her other major stories included the investigation into Gov. David Walters campaign, and the financial misdeeds in the Office of State Treasurer Claudette Henry.

Joe Slye



Joe Slye has been a public relations professional in Washington, DC for more than thirty years. As a media relations expert, speech writer, and public speaking coach for Cabinet and sub-Cabinet officials, he has helped Federal executives, elected officials, and private sector CEO's look and sound their best.

Joe served as a public affairs officer for seven U. S. Secretaries of Commerce, where he developed a government-wide program of media and speaker training. He has served as Director of Public Affairs at the Federal Housing Finance Board, the National Endowment for the Arts, and the Urban Mass Transportation Administration. He served as Associate Administrator for Public Affairs at the U. S. General Services Administration from 1985 - 1988.

Joe has worked with thousands of leaders, public and private sector, to help them develop easy-to-communicate messages and to deliver them with confidence and conviction. He holds a master's degree in Public Relations from The American University. He served as an adjunct faculty member at the Federal Executive Institute, and has completed programs at the Creative Problem Solving Institute and the International Association of Facilitators. He is a frequent guest speaker at conferences and retreats. A native Washingtonian, he lives in Alexandria, Virginia.

Kym Koch



A native of Fort Smith, Arkansas, Kym graduated from Oklahoma State University with a Bachelor of Science degree in Journalism, and a minor in Political Science.

After graduation she went to work, as a writer and reporter, for KWTU Channel 9 - a CBS television affiliate station in Oklahoma City. She covered the medical beat, the Oklahoma City Council, and the Governor and Oklahoma State Legislature.

In 1992, Kym joined the Oklahoma State Bureau of Investigation. This agency provides investigative, information, and laboratory assistance to law enforcement across the state. As the OSBI's Public Information Director, Kym answered daily media inquiries on OSBI homicide and white collar investigations. She also served as the OSBI's legislative liaison - coordinating and tracking proposed legislation that affects the Bureau and law enforcement.

In February of 2003, Kym became Press Secretary for Governor Brad Henry. In her current position, Kym responds to daily media inquiries on a variety of issues and policies

Use the registration form provided with this information sheet to enroll in this one-day course or you can print a registration form from the Federal Executive Board's website: <http://www.oklahoma.feb.gov>