

COUNTY GOVERNMENT EDUCATION INSTITUTE

Communications and Media Relations

October 11-12, 2017

Marriott Prattville Hotel & Conference Center at Capitol Hill

Wednesday, October 11

- 10:00 a.m. Welcome, Introductions
- 10:15 a.m. Overview of Meetings and Deliberation
Sonny Brasfield, ACCA Executive Director
- 11:00 a.m. Proper Notice of Meetings
Sonny Brasfield, ACCA Executive Director
- 11:30 a.m. Rules of Order, Voting and Record Keeping
Sonny Brasfield, ACCA Executive Director
- 12:15 p.m. Lunch
- 1:15 p.m. Executive Sessions Under the Open Meetings Law
Morgan Arrington, ACCA Attorney
- 1:45 p.m. Enforcement of Open Meetings Law
Morgan Arrington, ACCA Attorney
- 2:15 p.m. Public Records Law and Records Retention
Morgan Arrington, ACCA Attorney
- 3:00 p.m. Break
- 3:15 p.m. How to Connect with Local Media
Nancy Johnson, Former Director of Public Affairs and Community Services, Mobile County
- 4:15 p.m. Media Relations and Interviews
Sonny Brasfield, ACCA Executive Director
- 5:00 p.m. Adjourn

Thursday, October 12

- 8:00 a.m. Combatting Anti-Government Websites
Terri Reynolds, ACCA Director of Public Policy

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| 9:00 a.m. | Business and Professional Communication <i>Apreill Hartsfield, Content Writer, Beasley Allen Law Firm</i> |
| 10:00 a.m. | Break |
| 10:15 a.m. | Presenting to Management and the Public <i>Buddy Sharpless, Former ACCA Executive Director</i> |
| 11:15 a.m. | Effectively Utilizing Social Media at the County Level <i>Jeannie Gaines, ACCA Public Relations Manager</i> |
| Noon | Lunch |
| 12:30 p.m. | The Good, the Bad and the Ugly of Press Releases and Advisories <i>Terri Reynolds, ACCA Director of Public Policy</i> <i>Abby Luker, ACCA Director of Communication and Engagement</i> |
| 1:00 p.m. | Establishing and Growing a Social Media Presence <i>Kerry Robelotto, Digital Sales Manager, WSFA 12 News</i> |
| 2:00 p.m. | Test and Evaluation |
| 3:00 p.m. | Adjourn |