

Free!!!

MEDIA & CRISIS COMMUNICATION WORKSHOP



If disaster struck today, would your airport survive a crisis? How about your airport's *reputation*?

Every airport—big, small, commercial, general aviation—should have a plan for a crisis and solid media relations training. Poor or no communication in an emergency can sink your airport's hard-earned reputation, your leadership's reputation, your brand and community support.

Colorado Airport Operators Association and Centennial Airport are delighted to present international media training expert, Dr. Joseph Trajan, III. A New Orleans native, Dr. Joe, has more than 32 years of public relations and public affairs experience in the governmental, association, education and non-profit sectors.

Here's what you'll learn:

- Understanding how a crisis affects airport reputation
- The value of mastering key messages
- Three critical elements of effective media relations
- Interview: prepare, conduct and evaluate
- Techniques for delivering your airport's message
- Effective 10-12 second media sound bites
- Bridging to your key messages
- Four tenets of effectively handling media
- Managing hostile reporters, inaccurate reporting

Dr. Joe is a retired Lt. Col., U.S. Army Reserve (USAR), and a former commander of the 314th Public Affairs Operations Center in Birmingham, Alabama. While in uniform, Dr. Joe successfully operated four Joint Information Bureaus and one Joint Information Center from '91-'94, heading up media relations for extremely high visibility assignments, including the Presidential Task Force for Hurricane Andrew (1992); the National Boy

Scout Jamboree (1993) and the 50th Anniversary of Operation Overlord (1994). Dr. Trahan graduated from Tulane University with a degree in American Military History. He holds a Master's in Public Relations from Ball State University, and a Ph.D. in Mass Communication/Public Relations from the University of Southern Mississippi.

This isn't just another one-day course. Dr. Joe's unique teaching style will have you entertained, as well as thinking strategically.

Dates and how to attend:

Tuesday, July 16, 2019 | 8:30 a.m. to 5 p.m.
Centennial Airport, Wright Brothers Room
7800 S. Peoria St.
Englewood, CO 80112

This workshop is open to members of CAO A at no cost.

A delicious lunch will be provided!

Registration is required: <http://bit.ly/CAOAmmediaWORKSHOP>

For questions, or those with accessibility concerns, please contact *Mike Fronapfel* or *Deborah Grigsby Smith* at 303-790-0598 for assistance.

