

Barlow, Amanda

From: Pierce, Michelle
Sent: 11 May 2016 16:01
To: Barlow, Amanda
Subject: Confidential: media training
Attachments: 1170_CouncillorMediaInduction2015.pptx; communications councillor workbook.pdf

As discussed on the phone earlier I can confirm that Councillor Richard Haddock attended the media training session on 19 May 2015.

The powerpoint presentation included a section on the media and covered topics such as media gaff examples, what journalist are looking for, how to handle media enquiries and what to do if they are contacted by a journalist directly. This was followed up by an exercise on worksheet 3 in which Members were asked to break out into small groups to discuss the two media scenarios they may be confronted with and then to feed back to the room. All points on the power point were explained in detail to the group and there was the opportunity to discuss any points raised.

The power point and training session was based on the LGA Association's media and communications councillor workbook. This was available in hard copy for all councillors to pick up after the training session. It was also emailed to members so they had an electronic copy.

The power point used in the training session and the workbook is attached.

Kind regards
Michelle

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