



Public Relations Workshop

This resource serves as an outline for a chapter who may want to host a public relations focused workshop. The objective of this workshop should be for members to understand the importance of public relations and the media within the fraternal world, to learn how to communicate effectively with the media, and to prepare for a crisis situation. Overall, the workshop should result in the chapter maintaining a positive, values-based image.

WORKSHOP OUTLINE

INTRODUCTION & OVERVIEW

- Role of public relations and media in fraternity operations
- Impact of media on reputation
- Workshop goals and expectations

MEDIA BASICS

- Definition and types of media (TV, print, online, radio, social)
- Understanding on-record vs. off-record
- How media stories are created
- Understanding a digital footprint, both personal and professional

REPRESENTING THE FRATERNITY

- Clarify who is authorized to speak to media
- Overview of the chain of command on communication and needed approval
- Importance of staying on-message and not getting distracted

KEY MESSAGING DEVELOPMENT

- Crafting clear and concise talking points
- Using bridging techniques
- Highlighting fraternity values (through leadership, service, academics)

INTERVIEW SKILLS

- How to prepare for interviews
- Best practices: body language, tone, eye contact
- Conducting mock interviews

CRISIS COMMUNICATION

- Immediate steps during a crisis or emergency
- Do's and Don'ts of crisis response
- Sample statements and holding responses

SOCIAL MEDIA RESPONSIBILITY

- Guidelines for personal and official accounts
- What to post/avoid posting
- Responding to negative comments

LEGAL AND RISK MANAGEMENT

- Awareness of privacy laws, FERPA, Title IX, and other legal confidentiality
- Legal pitfalls to avoid (defamation, violating HIPAA, etc)
- Importance of accurate, respectful communication

INTERACTIVE EXERCISES

- Role-play interviews
- Crisis simulation activities
- Peer feedback sessions

WRAP-UP & RESOURCES

- Provide Media cheat sheet handout
- List of approved talking points
- List of all contact information and account platforms for the chapter
- Information on follow-up trainings