# SAVANNAH

## CLEAR'S WINTER SYMPOSIUM

Hilton Savannah DeSoto | January 6, 2016

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# Mastering the Media Madness: Symposium Agenda

8:30–10:15 a.m.

**Welcome and Plenary Speaker**

**Robin Jenkins**, CLEAR President

**Brad Hughes**, Director, Member Support/Communications Services, Kentucky School Boards Association

Participants will learn about 1) effective ways to create key messages prior to an interview, and then how to weave them into the interview; 2) options for dealing with either negative issues or negative reporters, including situations when an initial media story is inaccurate; 3) how to use alternatives to mainstream print and broadcast media—including social media—to deliver an effective, focused message; and 4) creating an agency resource so reporters will consider you and your colleagues as sources for accurate information.

10:15–10:30 a.m.

**Break**

10:30–11:15 a.m.

**Managing Media in Crisis Mode**

**James Collins**, Chief Information Officer, Delaware Department of Technology & Information

Imagine you're the head of a regulatory agency, and one late Friday afternoon you're surprised to receive a call from a news media reporter asking questions about a horrific situation involving a professional licensed by your organization. Are you prepared to handle the frenzy of national news media inquiries from news outlets like CBS, *USA Today*, ABC, *New York Times*, FOX, *Washington Times*, NBC, *Boston Globe* or CNN News? This presentation will review the lessons learned from the media nightmare, encountered by the Delaware Division of Professional Regulation, surrounding the 2009–10 Delaware Pediatrician Child Predator Case. Principles for managing the media will also be shared to help you prepare for when the worst happens.

11:15 a.m.–12 noon

**Presentation**

**Bruce Matthews**, President, Simplifico Inc.

From time to time, regulatory bodies are approached by media not because they are the focus of a story, but for background information and as a source of expertise about the regulated profession or industry. This typically occurs in circumstances where the conduct of a regulated

professional is the focus of the story. Starting from the question "Why does the media care about professional regulation?" this presentation will explore—from a regulator's perspective—what drives the media and how regulators can use that to their advantage to get their message across when approached as a source of expertise. The presentation will focus on two related issues: First, the media wants to tell a story, but not necessarily the regulator's story. Second, the regulator can't control the story, but it can control its message. Tools and techniques for consistent messaging will be discussed.

12 noon–1 p.m. **Lunch**

1–2 p.m. **Small Group Discussion**

Participants will break into small groups to prepare for the 10-minute mock interview, focused on the following areas:

- Crisis Interview
- Expert Interview
- Story Pitch/Promoted Interview

2–2:15 p.m. **Break**

2:15–3:30 p.m. **Mock Interviews**

**Brad Hughes**, Director, Member Support/Communications Services, Kentucky School Boards Association

In this part of the program, small groups of participants will be given a realistic scenario created by the CLEAR team—situations which certainly include the possibility, if not the probability of media inquiries. Teams will be given a period of time to discuss the provided facts, to use their collective experience to craft a series of talking points, and to select a spokesperson who will sit down and do an on-camera interview about the situation. All participants will be engaged in a test of messages delivered and understood—or not.

3:30–3:45 p.m. **Break**

3:45–4:45 p.m. **Experts Troubleshoot Your Problems—What Keeps You Up All Night?**

All presenters

4:45–5 p.m. **Concluding Remarks**

**Robin Jenkins**, CLEAR President

# Mastering the Media Madness: Speakers

## James Collins

James Collins is Delaware's chief information officer and the governor's cabinet member that leads the Department of Technology and Information. James has extensive experience as an organizational leader and on information technology projects. James worked in the Department of State as deputy secretary of state where he helped to expand the state's e-government initiatives and use of information technology. He also simultaneously served as the director of Delaware's Division of Professional Regulation for a portion of his tenure. James most recently served as Governor Jack Markell's deputy chief of staff where his duties included being policy advisor on information technology.

James' experience includes being a senior consultant with Peregrine Systems Inc. and MAXIMUS Inc. where he implemented large-scale software projects for major clients such as the Pepsi Bottling Group, the United States Marine Corps and the Massachusetts Bay Transit Authority.

Prior to his consulting career James served his country in the United States Air Force for over eight years. James holds a BA from Wesley College and a Master's of Science in Managing Innovation and Information Technology from Champlain College.

## Brad Hughes

Brad Hughes spent the first 10 years of his career as a news journalist, then the last 30 years doing what he describes as public affairs journalism. Put simply, he helps people get their messages out.

Brad has been a newspaper, radio and television reporter and news director; public affairs director for the largest agency in Kentucky state government; communications manager for Kentucky's largest association of elected officials; and a consultant and trainer on community and news media relations.

Since 1993, Hughes has served as director of member support and communications services for the Kentucky School Boards Association. In that role, he is responsible for member relations and manages KSBA's media relations, social media, electronic news services, publications and member and public information programs. His award-winning column on communications, "Get Your Message Out!," is frequently reprinted in national publications.

Each year, he provides training on various forms of communications at state and national conferences as well as to dozens of school and government agencies in Kentucky. In 2012, he has led workshops for groups including the National School Boards Association, National Forum for Black Public Officials, Kentucky Transportation Cabinet, University of Louisville and numerous public school systems across the state.

A native of Franklin, Ky., and a graduate of Western Kentucky University, Hughes worked from 1973 to 1983 in newspaper, radio and television, earning recognition from the Associated Press and the Kentucky Broadcasters Association.

From 1983 to 1993, he was director of the Office of Communications for the Kentucky Cabinet for Human Resources where he averaged over 250 media interviews each month. In 1991, the office was named the nation's outstanding state public affairs unit by the National Association of Government Communicators.

In 1999, the Bluegrass Chapter of the Society of Professional Journalists named him as the first recipient of the Schaaf Award, recognizing "a career dedicated to the public interest in govern-

ment communications." He was the 2002 recipient of the National Association for Year-Round Education's Liebman National Media Award. In 2004, the National School Boards Association selected Hughes to receive the Thomas J. Shannon Leadership Award for contributions to public education. The Kentucky School Public Relations Association has three times recognized his service: in 1997 with the O. V. Jones Award for contributions to school public relations; in 1999 with the creation of an annual school communications training scholarship in his name; and in 2012 with the Thornton Award for ongoing support of and service to public education in Kentucky.

Hughes is a member and past president of the national Council of School Boards Association Communicators, the Kentucky Association of Government Communicators and the associates division of the Kentucky Press Association.

He lives in Louisville with his wife, Judy, a communications and marketing specialist for the University of Louisville and the best writer, editor and reporter he's ever collaborated with or competed against.

## Bruce Matthews

Bruce G. Matthews is president of Simplifico Inc., a firm offering a broad range of consulting, support and training services to professional and occupational regulatory bodies. His involvement in professional regulation dates back to February 2000 when, after a 13-year career as a professional engineer, he joined the staff of Professional Engineers Ontario as an investigator. In 2008, he became deputy registrar at PEO and then in 2010 he joined the Real Estate Council of Ontario as deputy registrar. Bruce is a past-president of CLEAR and served on the CLEAR board of directors between 2007 and 2014. He is currently on CLEAR's faculty for the Board Member Training and Executive Leadership for Regulators programs. He has been a regular presenter at a variety of professional regulatory conferences—including CLEAR, Infonex and CNAR—for over a decade.

## **2016 Calendar**: What's Next at CLEAR

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| Jan. 7–9 | CLEAR Midyear Business Meetings \| Savannah, Georgia |
| March 7 | NCIT Basic \| Phoenix, Arizona |
| March 7 | NCIT Specialized \| Phoenix. Arizona |
| March 21 | NCIT Basic \| Raleigh, North Carolina |
| March 21 | NCIT Specialized \| Raleigh, North Carolina |
| March 24 | Raleigh Regional Symposium \| Raleigh, North Carolina |
| April 11 | NCIT Basic \| Austin, Texas |
| April 11 | NCIT Specialized \| Austin, Texas |
| mid-May | Vancouver Regional Symposium \| Vancouver, British Columbia |
| June 9 | Toronto Regional Symposium \| Toronto, Ontario |
| Sept. 12 | NCIT Basic \| Portland, Oregon |
| Sept. 12 | NCIT Specialized \| Portland, Oregon |
| Sept. 15–17 | 2016 Annual Educational Conference \| Portland, Oregon |

## About CLEAR

CLEAR promotes regulatory excellence through conferences, educational programs, webinars, seminars and symposia. The organization provides networking opportunities, publications and research services for those involved with, or affected by, professional and occupational regulation. As a neutral forum to encourage and provide for the sharing of best practices, CLEAR serves and supports the international regulatory community and its vital contribution to public protection.

403 Marquis Avenue, Suite 200 | Lexington, KY 40502
www.clearhq.org | (859) 269-1289 | Fax (859) 231-1943