The Southeastern Pennsylvania Regional Task Force
Public Information Workgroup

Presents

“Surviving the Transition to Social Media”

With Karen Terrill and Kerry Shearer from the Media Survival Group

Karen and Kerry will provide us with a comprehensive, intensive, two-day conference on crisis communications within the rapidly changing world of traditional media and social media.

**When:** Wednesday, January 30 and Thursday, January 31, 2013

**Location:** Montgomery County Public Safety Training Campus

It’s free and includes Continental Breakfast and Lunch!

**Click for Directions:** [http://dps.montcopa.org/dps/cwp/view.a,1603,q.52753.asp](http://dps.montcopa.org/dps/cwp/view.a,1603,q.52753.asp)

**Click to Register:** [http://www.surveymonkey.com/s/Social_Media_Conference](http://www.surveymonkey.com/s/Social_Media_Conference)

Don’t miss this highly interactive conference with positive, fun, hands-on exercises and practical information tailored to the needs of our region!
### Conference Program

#### Day One: Wednesday, January 30, 2013

**Surviving the Transition from Traditional Media to Social Media**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>8:00 a.m. – 8:30 a.m.</td>
<td>Registration</td>
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<tr>
<td>8:30 a.m. – 9:00 a.m.</td>
<td>Welcome / Introductions</td>
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<td>9:00 a.m. – 11:00 a.m.</td>
<td>What social media is (and isn’t!); up-to-the minute update on popular social media tools; how social media has completely transformed newsrooms and newsgathering; what you need to do to stay ahead of the never-ending news cycle.</td>
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<td>11:00 a.m. – 12:00 noon</td>
<td>Social media use in daily (and crisis) communications: examples!</td>
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<td>1:00 p.m. – 3:15 p.m.</td>
<td>Creating “likeable” social media messages and content that get clicks; dealing with comments; allocating resources for effective social media management; collecting and managing multimedia content; types of videos you can do to in-house to magnify your message.</td>
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<td>3:30 p.m. – 4:30 p.m.</td>
<td>Tech Toolkit – Demos and hands-on look at easy-to-learn tools and techniques that can make your agency a star on social media and help your programs get better public and media exposure!</td>
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Day Two: Thursday, January 31, 2013

Crisis Communications and Message Crafting

8:30 a.m. – 9:00 a.m.  Welcome Back / Review

9:00 a.m. – 10:15 a.m.  Crisis Communications – The Twenty Do’s and Twenty Don’ts for communications during a crisis, based on the presenter’s more than 20 years in crisis communications on both sides of the mic.

10:30 a.m. – 12:00 noon  Communications Law – What to release, what not to release, along with the basics of media access rights and the public’s right to know.

Lunch

1:00 p.m. – 1:45 p.m.  Message Crafting – Creating a clear, simple message for the public. What you will say, what you won’t say, anticipating the reporter’s questions and giving the answer you want the public to hear.

2:00 p.m. – 4:30 p.m.  How to survive the media interview. Simple tricks of the trade to ace that media interview!
Kerry Shearer

...has spent his life surrounded by technology, and it's a wonder he didn't electrocute himself!

He has a background in all-news radio at Sacramento's NewsTalk1530, KFBK, where he was a news editor, reporter, airborne traffic reporter, newsroom supervisor and network news stringer.

He has TV covered, too, with Sacramento's KVIE (PBS), where he's done everything from video switching to camera to live TV hosting, as well as hundreds of TV news interviews.

Kerry has participated as a PIO in nuclear power plant disaster drills and training exercises; has served as part of the Sacramento County Joint Information Center PIO response team for flood and wind emergencies, and was a member of the Sacramento County Public Health Bioterrorism Preparedness Unit handling public and media outreach for the H1N1 flu pandemic.

He served as Public Affairs Supervisor for the Sacramento Municipal Utility District's former Rancho Seco Nuclear Generating Station; ran the award-winning Spare The Air regional outreach program for the Sacramento Metropolitan Air Quality Management District, and was Communications Director for a Sacramento-area 25,000-member megachurch (Bayside). From 2007-2012, Kerry was Communications & Media Officer for Sacramento County Public Health, where he used the latest "social media" techniques to help communicate critical public health issues.

Kerry has done thousands of news media interviews and understands how essential it is to be prepared BEFORE a crisis hits your organization. And he's committed to helping you get familiar with how social media techniques have completely transformed the way news is gathered, and the way agencies must respond in an era where "everyone's a reporter."

Kerry is a frequent featured speaker and workshop session leader at local, state and national conferences (CDPH, CDC, EPA, National Public Health Information Coalition), and he's passionate about teaching the most current social media, web video, media response and communications techniques to colleagues.
Karen Terrill

... is the President of Media Survival Group and a former television news anchor, producer, reporter, and talk show host for ABC and NBC affiliates. She covered national political conventions as well as many natural disasters.

She has worked as a Public Information Officer (PIO) in the California fire service for 20 years. She served as the Chief PIO for CAL FIRE and the Communications Officer for the State Fire Marshal. In other words, she has been on both sides of the microphone under the most challenging situations. She shares her "survival tips" with clients, especially other PIOs.

Media Survival Group specializes in PIO Team Training and Karen has vast experience in the team atmosphere of Joint Information Centers during California's disasters over the past two decades including major fires, earthquakes and floods.

She has worked in close collaboration with her counterparts in cities, counties, other states and a variety of federal agencies.

She has participated in and evaluated many emergency response drills pertaining to everything from terrorist attacks, to hazmat leaks, to chemical stockpile explosions.

Karen is an award-winning writer including multiple Gold Awards from the State Information Officers Council (SIOC) and Crystal Awards from the International Association of Business Communicators (IABC).

She is a recipient of the SIOC Lifetime Achievement Award and the 2012 winner of the Paul B. Clark Award for Exceptional Contributions to the Public Information Field from the California Association of Public Information Officials (CAPIO).

She has taught media relations and crisis communications workshops for many government agencies and private organizations. She teaches crisis communication for the California Specialized Training Institute (CSTI), and mass media for the University of California - Davis. She is past president of the International Television Association (ITVA) and has served on many boards and commissions as a volunteer. She is an active member of CAPIO, CESA, NIOA, SIOC, NPHIC and the Sacramento Press Club. She is the winner of the 2012 Paul B. Clark Award for Communications Excellence.