



The Learning Institute Event Report

Executive Leadership Academy

Public and Media Relations

Instructed by: Kim Womack, Director of Public Communications



Event Date: October 7, 2014

Location: Del Mar College - Stone Writing Center

Event Time: 1:30 PM - 4:00 PM

Lecture Attendance: 33

Report Date: October 15, 2014

Prepared by Mario Longoria

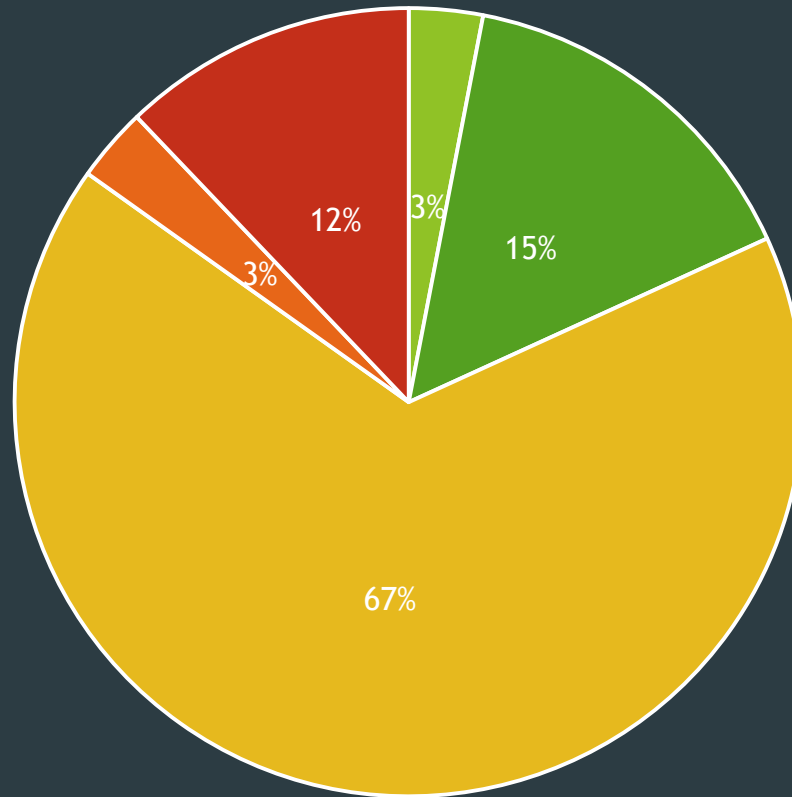


The Learning Institute

Survey Questions

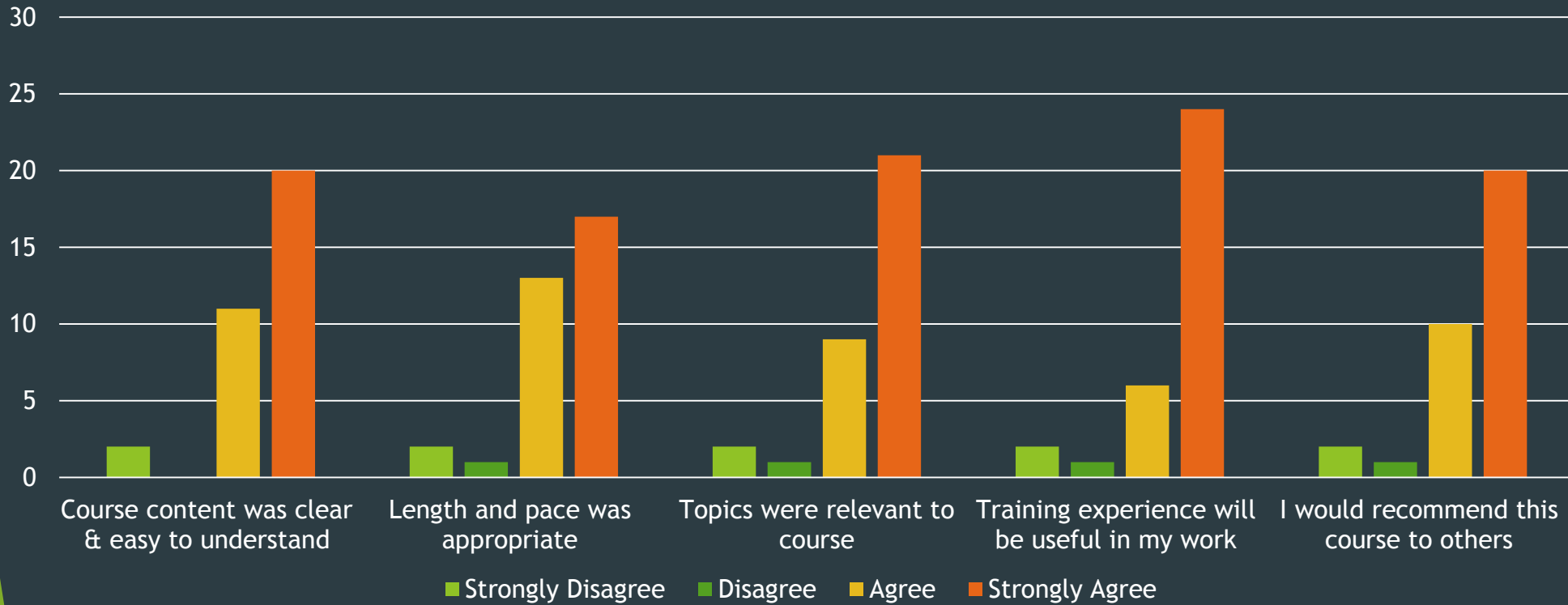
- ▶ How did you hear about this course?
- ▶ The course content was clear and easy to understand.
- ▶ The course length and pace was appropriate.
- ▶ The topics covered were relevant to the course.
- ▶ The training experience will be used in my work.
- ▶ I would recommend this course to others.
- ▶ Overall satisfaction
- ▶ Give an example of how you will apply what you learned in this course back on the job.
- ▶ How could this course be improved.

How did you hear about this course?

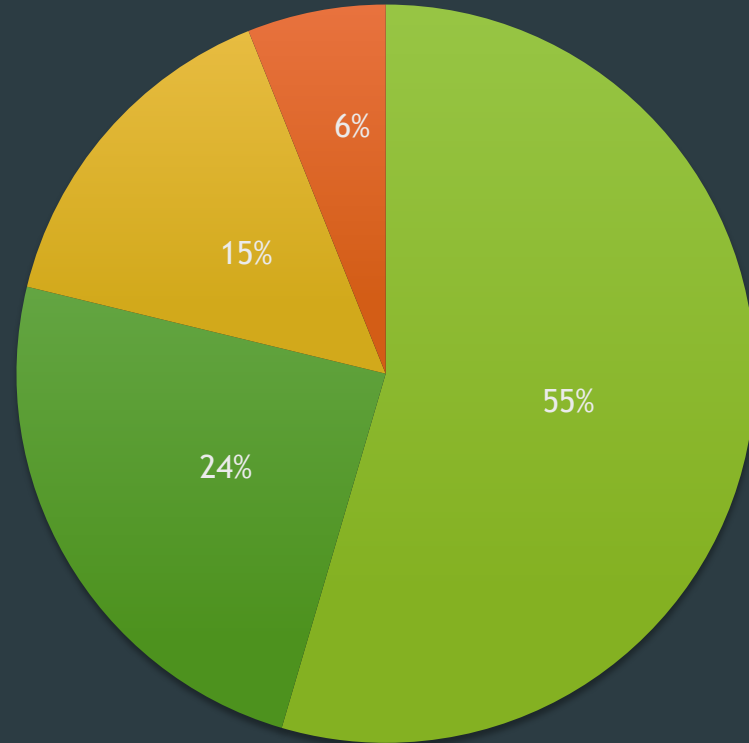


City Wide Announcement Supervisor Email Co-worker Other

Please evaluate the following statements



Overall Satisfaction



■ 5 Stars ■ 4 Stars ■ 3 Stars ■ 2 Stars ■ 1 Star

Give an example of how you will apply what you learned in this course back on the job.

- ▶ Practice and cheat notes
- ▶ Use a bridge or transition when asked a ridiculous question
- ▶ Talk with employees about media relations
- ▶ Be prepared to answer questions with media
- ▶ Be smart on how to prepare for media interaction
- ▶ Bring out the positive in the department and deal with the negative
- ▶ Give the positive transitional message to refer media to the appropriate channel
- ▶ Build better media relationships

How could this course be improved?

- ▶ Better videos & situational examples
- ▶ More examples
- ▶ Video clips would have been nice
- ▶ Excellent! Internet was the only thing needed for next time
- ▶ Good as is
- ▶ Wifi & snacks
- ▶ Check video download speed before presentation
- ▶ Prepare for videos