

Effective Media Communications (EMC)

COURSE NUMBER **FAA14000001**

For information about this course, contact:
 FAA Program Manager: Shepherd Curl
 (386) 446-7132

DESCRIPTION AND LEARNING STRATEGY

This skill-based workshop, which replaced *Effective Communication Skills-ECS 01186*, is designed to enhance the communication skills of professionals who communicate directly with the public. The course focuses on effectively presenting the facts of a given situation, and your organization's position relative to those facts. Emphasis is placed on understanding strategies, format, style, procedures, and processes necessary to communicate in the public affairs arena. Delivering messages with credibility is paramount to course success.

Methodologies include interactive lecture/discussion, individual and collaborative development of communication pieces using case studies, simulated scenarios using extensive videotaping followed by critique sessions.

OBJECTIVES

- Articulate your organization's message(s) appropriately by preparation and execution.
- Communicate critical issues, facts, and agency philosophy to the general public.
 - Formulate and deliver clear, concise, and accurate messages.
 - Express technical information in a manner understandable to the general public.
 - Effectively participate in radio, video, remote, and print interviews.
 - Develop/sustain your organization's image as open, forthcoming, and committed to the public's right to know.

RELATED COMPETENCIES

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| • Agility | • Integrity and Honesty |
| • Building Alliances | • Interpersonal Relations and Influence |
| • Building Teamwork and Cooperation | • Managing Organizational Performance |
| • Communication | • Strategy Formulation |
| • Developing Talent | |

CLASS SIZE

20 participants

LENGTH

2 days
 (8:00 a.m. – 5:00 p.m.)
 16 hours

LOCATION

FAA Center for Management and Executive Leadership
 Palm Coast, Florida

UPCOMING DELIVERIES

This course is currently available only as a fee-for-service delivery.

WHO SHOULD ATTEND

Senior managers in a public affairs environment

ENROLLMENT

To arrange a **fee-for-service delivery**, call Shep Curl at (386) 446-7132.

PREREQUISITE

None

PRECOURSE

None

RELATED COURSES

Facilitator Training Course (FAA01523)
 Presentation Techniques (FAA01263)