This was wonderful! Very useful. I had PR classes in college, but this was a great refresher. I loved the chance to “deep dive” into concepts I face daily at work!

Rachel Gillespie
Director of Communications
Bill of Rights Institute

Tuesday, Mar. 13 - Thursday, Marc. 15, 2018

Leadership Institute, Steven P.J. Wood Building
1101 N. Highland Street, Arlington, VA 22201
$100 - or - $85 Until Mar. 6 (dinner included)
6:00 p.m. - 9:15 p.m.

The success of your organization, cause, or candidate depends on how well a message is communicated by the media, so the words you use matter.

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A Recap on a Recent Advanced Public Relations School

Advanced Public Relations School
Leadership Institute
Arlington, VA

With our increasing hunger for information, real-time photos and video, and “live-tweeting” from the scene, a composed response to any scenario is more important than ever for political communicators.

That’s just what students learned at a recent interactive, three-night Public Relations School at the Leadership Institute.

“Crisis communication is a sixth sense -- an art, not a science,” explained Mark Pfeifle, an LI faculty member and Systems Media Group Vice President. Drawing on his past experience as Deputy Assistant to President George W. Bush and Press Secretary and Communications Director for Interior Secretary Gale Norton, he taught attendees how to stay on message during a crisis.

For Washington Scholars Legislative Fellow Mark Cummings, “learning the different aspects of crisis management was the most beneficial” information at the school. Mark, who works for Senator Ensign (NV), called the training “a worthwhile, eye-opening experience.”

Blain Rethmeier, Senior Vice President of Public Affairs at the American Insurance Association, instructed LI students to “always answer the question you wished they would have asked” during his lecture on message development. Remember, he advised, that “every question is an opportunity to get your message out.”

The faculty were well-received; their lessons, even more so. But the students weren’t the only ones enjoying their time. As Blain Rethmeier said at the end of his lecture, “I came to you to do this because people used to come do this for me.”

“\nA worthwhile, eye-opening experience.\n\nMark Cummings
Washington Scholars Legislative Fellow
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