



Agenda

# Chief District Judges Leadership Training: Media Relations

August 10-11, 2010

School of Government, Chapel Hill, NC

## Tuesday, August 10

- 9:00 a.m.      Welcome  
Michael Crowell, School of Government
  
- 9:10 a.m.      North Carolina Rules and Resources  
Michael Crowell
  
- 10:15 a.m.     How the Media Works  
Mark Weaver, Communications Counsel, Inc.
  
- 12:00 p.m.     Lunch
  
- 1:00 p.m.      How NOT to Deal with the Media  
Mark Weaver
  
- 2:15 p.m.      Break
  
- 2:30 p.m.      Relationships with the Media and How the Public Thinks  
Mark Weaver
  
- 4:45 p.m.      Summary and Wrap Up  
Mark Weaver  
Willow Jacobson, School of Government
  
- 5:00 p.m.      Adjourn
  
- 6:30 p.m.      Dinner

## **Wednesday, August 11**

- 9:00 a.m.      A Primer on Social Media  
Mark Weaver
- 10:45 a.m.     The Three Types of the News Media  
Mark Weaver
- 12:00 p.m.     Lunch
- 1:00 p.m.      Communication Principles, Interview Techniques and Press Conferences  
Mark Weaver
- 2:00 p.m.      Group Interviews and Press Conferences
- 4:00 p.m.      Break
- 4:15 p.m.      Communications and Media Services in NCAOC  
Sharon Gladwell, Communications Director, NC Administrative Office of the  
Courts
- 4:30 p.m.      Wrap-up and Evaluations
- 4:45 p.m.      Adjourn

This program will have 13.0 hours of instruction, all of which will qualify for continuing judicial education credit under Rule II.C of Continuing Judicial Education.

Any lunch or dinner provided as part of this program is paid for by the Judicial College. When claiming reimbursement for expenses for this program, the portion of the daily travel allowance allocated for these lunches and dinner may not be claimed. Reimbursements will not include this allocation for lunch or dinner on any day in which lunch or dinner is provided.

Admission to all School of Government schools and conferences is without regard to race, color, religion, sex, national origin, age, disability status, veteran status, or sexual orientation. If you need accommodation to participate in any School program, please let us know. We will be glad to assist you.