

# Media Response Training for Co-ops in the Age of Crisis

October 29–30, 2020 | WEBINAR

## SPEAKER

Molly McPherson

## PROGRAM

This is a 2 [half] day webinar series. WECA is offering 2 separate group slots (Group 1 is the morning session and Group 2 is the afternoon session). See below for group schedules.

### GROUP 1

October 29: 8:30–11:30 a.m. &

October 30: 8:30–11 a.m.

### GROUP 2

October 29: 12:30–3:30 p.m. &

October 30: 12:30–3 p.m.

## COST

1¼ Skill Builder Credits

Online Registration available at:

[http://www.weca.coop/calendar\\_list.asp](http://www.weca.coop/calendar_list.asp)

## REGISTRATION DEADLINE

Monday, October 26, 2020

OR until all group slots are filled

## FOR MORE INFORMATION

Contact Wendy Fassbind at  
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(608) 577-8729 (cell) or [wendy@weca.coop](mailto:wendy@weca.coop)



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**The Problem:** Every day, a co-op is taking a hit to its reputation from the local press, negative social media chatter, or employees or former employees who feel underappreciated.

In other words, in an environment where people can share any complaint as quickly as their broadband allows, it has never been difficult to gain a positive reputation. That is, if they even have broadband. *Get the idea?*

The rapid news cycle has created a media ecosystem where a co-op's vulnerability is higher than normal due to increased scrutiny and online chatter that can spill into the general discourse. When a cooperative is responding to an incident or crisis, the risk of marking the wrong statement at the wrong time, and in the wrong channel, means the vulnerability is even greater.

This two-day virtual training prepares every official or unofficial spokesperson of the cooperative to find the appropriate answers that account for both the responsibility and the strengths of the cooperative. Learn the words and phrases that mitigate risk and assure your co-op's stakeholders on the right communication channel no matter the incident.

**The workshop is delivered in three parts:**

- Cooperative Risk Assessment
- Message Development and Response
- Virtual and on-camera media training

**Participants will receive proactive messaging for use in:**

- Media interviews & speeches
- Social media copy and marketing collateral
- Annual Meetings

Sign up now for the only media and crisis communications training designed for a pandemic environment.

**NOTE:** There is a limit of 13 attendees per group. This will allow all attendees to have the best experience possible and allow all attendees to participate in the scheduled activities.

**Thank you to our program sponsors!**

