

# MEDIA

## Training Workshop

Presented by the League of California Cities and Edelman Public Affairs

### TOPICS

discussed will be:

COMMUNICATING IN A CRISIS  
STRATEGIES FOR SUCCESS WHEN  
TALKING TO MEDIA AND CONSTITUENTS  
CRISIS SCENARIO PREP ALONG WITH  
PRACTICE SESSION

### SUMMARY:

A training focused on learning the strategies for when talking to media and constituents as well as crisis communications preparedness training tailored to city related issues that lead up to an interactive simulation exercise that will give participants the opportunity to put best practices into play and test response protocols.



### Steven Telliano

*Executive Vice President & General Manager Crisis & Public Affairs, Sacramento at Edelman.*

Edelman is a leading global communications marketing firm that partners with many of the world's largest and emerging businesses and organizations, helping them evolve, promote and protect their brands and reputations.



### WHO SHOULD ATTEND:

MAYORS • COUNCIL MEMBERS • CITY MANAGERS • LAW ENFORCEMENT



# AUGUST 17

9:00AM – 12:30PM

Santa Ana City Hall  
Ross Annex Conference Room 1600  
20 Civic Center Plaza  
Santa Ana, CA 92708

**Space is limited, so  
register early!**

**PLEASE [CLICK HERE TO REGISTER](#)**

The registration fee is \$50 per person.

To register, please visit  
[www.cacities.org/events](http://www.cacities.org/events).

For questions, please contact  
Sarah Nowshiravan at 916-658-8204  
or [snowshiravan@cacities.org](mailto:snowshiravan@cacities.org)