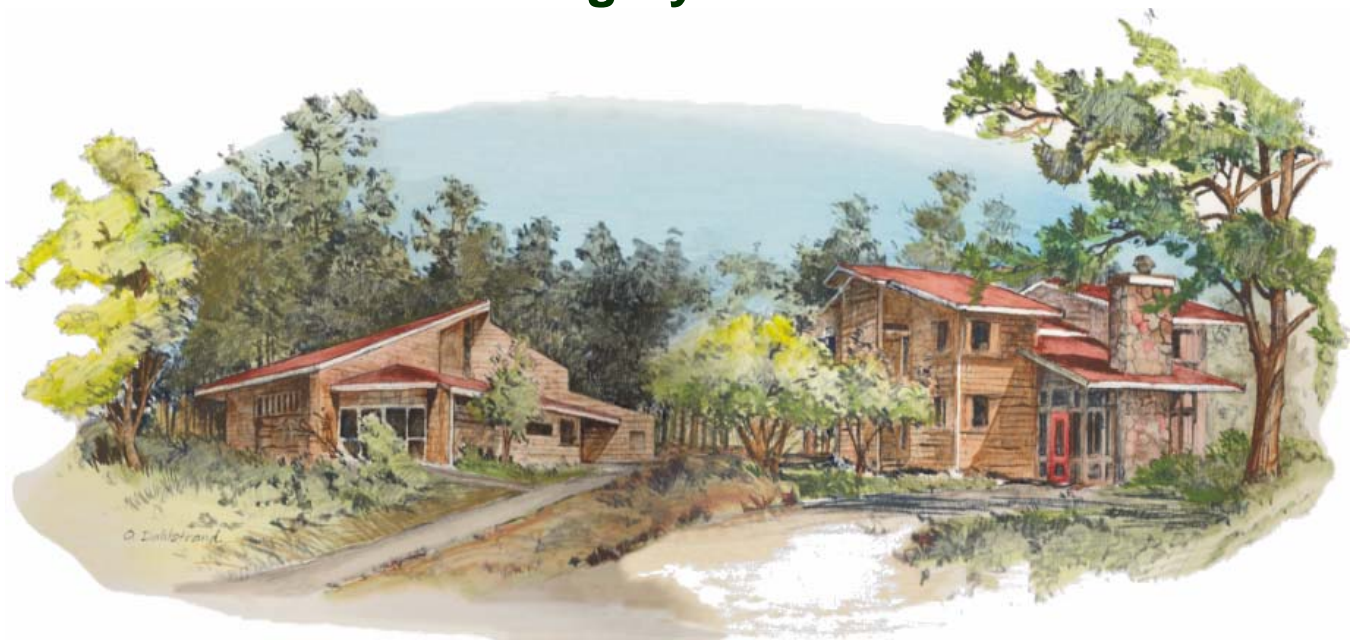


State of California . The Resource Agency . Department of Parks and Recreation

# Working with the Media

March 9-12, 2008

Training Syllabus



William Penn Mott Jr. Training Center



State of California

# Memorandum

**Date:** February 26, 2008

**To:** Supervisor

**From:** Department of Parks and Recreation  
William Penn Mott Jr. Training Center

**Subject:** Employee Attendance at Formal Training  
Working with the Media Group 1

An employee from your office will soon be attending the formal training program described in the attached. Please insure that the employee is fully prepared to attend the session and that the groundwork is laid for the employee's implementation of the training upon returning to work.

You can assist with capturing the full value of the training by taking the following steps:

### Prior to Training

1. Make sure that **specific** employee needs are identified and, if necessary, called immediately to the attention of the Training Coordinator.
2. Review with the employee the reason for the employee's attendance.
3. Review objectives and agenda with the employee.
4. Discuss objectives and performance expected after the training.

### Immediately Following Attendance

1. Discuss what was learned and intended uses of the training.
2. Review the employee's assessment of the training program for its impact at the workplace and review the due date of the Post-Training Evaluation form.
3. Support the employee's use of the training at the work place.

### Prior to Three Months Following Training

1. Employee, after discussion with supervisor, must login to the Employee Training Management System (ETMS) to complete the Post-Training Evaluation form.
2. Supervisor evaluates the effectiveness of the training on the employee's job performance and logs in to the ETMS to complete the Training Effectiveness Assessment form.

Thank you for your assistance in seeing that the full benefit of training is realized.



Tina L. Williams  
Department Training Officer (Interim)

Attachment

cc: Participant

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***Mission Statement  
Training Office***

***The mission of the Training Office is to improve  
organizational and individual performance through  
consulting, collaboration, training and development.***

**MOTT TRAINING CENTER STAFF**

Tina L. Williams..... Department Training Officer (Interim)  
Pat Bost ..... Office Manager  
Joanne Danielson ..... Academy Coordinator  
Chuck Combs..... Training Specialist  
Dave Galanti ..... Training Specialist  
Sara Skinner ..... Training Specialist  
Michelle Gardner ..... Cadet Training Officer  
Connie Breakfield..... Cadet Training Officer  
Pamela Yaeger ..... Assistant Program Coordinator  
Bill Spencer ..... Assistant Program Coordinator  
Edith Alhambra..... Assistant Program Coordinator  
Summer Kincaid..... Assistant Program Coordinator  
Eric Marks ..... Assistant Program Coordinator

## THE MISSION

*of the California Department of Parks and Recreation is to provide for the health, inspiration and education of the people of California by helping to preserve the state's extraordinary biological diversity, protecting its most valued natural and cultural resources, and creating opportunities for high quality outdoor recreation.*



## FORMAL TRAINING GUIDELINES

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Welcome to formal training, an essential component in your career development.

Since 1969, our Department has been providing a continuously changing number of diverse training programs at its main training facility, the William Penn Mott Jr. Training Center, and other locations including Marconi Conference Center and, most recently, the Two Rivers Training Facility in Sacramento. The Department strives to enhance your learning and job performance with formal training of the highest quality.

Our Department's dedication to training is only one aspect of its commitment to you and to the public. This commitment is costly and represents an important investment in you and your career. You and the Department realize a return on that investment by your positive participation in formal training itself and post training follow-through.

The program you will be participating in is described in this training syllabus, which outlines what you can expect from this training and what is expected of you. This syllabus details what you should do before you leave for training; what to do when you arrive; what you will be doing while in training; and, importantly, what you should be able to do when you return to your work site. Specifically:

1. **SYLLABUS:** Your copy of this syllabus is an important part of your training experience and should be brought with you to Training. Read it before you arrive and review it following the program along with material you received at training.
2. **PRE-TRAINING ASSIGNMENTS:** Your completion of pre-training assignments is essential to the success of your training. You are responsible for all reading assignments in preparation for classroom sessions. Time will be provided during working hours to accomplish any assignments which involve either individual or group efforts and resources.
3. **TRAVEL:** Arrange your travel to and from the training site through your District or Office. (No reimbursement for travel expense – including per diem costs – will be approved for travel not specifically authorized in advance by the District Superintendent). Individuals may claim reimbursement for incidental expenses incurred as outlined in DAM 0410.6.

4. HOUSING: Housing will be assigned to you on a shared-room basis and will be available from 3:00 p.m. on the date of arrival to 10:00 a.m. on the date of departure. The Department provides your room and board expenses at the Marconi Conference Center only. No per diem allowance will be authorized for living off-grounds. This does not preclude living off-grounds at your own expense. Please advise the Department Training Officer no later than one week before your scheduled arrival if you plan to live off-grounds. In the event of an emergency, staff must know your room assignment; therefore, you may not switch rooms without staff approval. Overnight guests are not allowed in the buildings unless registered beforehand at the front desk in the Marconi Conference Center Administration Building.

**HOUSING CANCELLATION POLICY: If you do not need lodging or must change or cancel your reservation, you must contact the Training Center at least 72 hours prior to your date of arrival. The Training Center is committed to ensuring that the reservation that has been made for you is accurate and needed.**

5. MEALS: Meals will be provided from dinner on the date of arrival through lunch on the date of departure. Meals will be served at 7:00 a.m. for breakfast, 12:00 noon for lunch, and 6:00 p.m. for dinner. Hot or box lunches may be provided on some days. If you require a special diet, notify the Marconi Conference Center no later than one week before your scheduled arrival.
6. CLOTHING: Field uniforms will be worn daily by all uniformed employees during formal training sessions **unless specified in the Program Attendance Checklist**. Non-uniformed employees should wear apparel normally worn on the job. Appropriate attire includes apparel suitable for casual office dress. It does not include such items as shorts, T-shirts, tank tops, or sandals.

Because we are on the conference grounds with many other groups, and the image we project as State Park employees is important not only during working hours but off duty hours as well, your informal sportswear should be appropriate.

7. COURSE LEADERS: The formal training you will attend is developed and, for the most part, conducted by experienced State Park employees in field and staff positions. Some courses will be conducted by qualified instructors from other agencies and educational institutions. Your course leaders have proven their ability and knowledge in their profession, and provide a level of expertise difficult to match.

8. **TRAINING OFFICE STAFF:** Sara Skinner is your Training Specialist and has been assigned the responsibility for your training group. You may be asked to assist Training Staff in the logistics of your training program, please work with Training Staff to help make your training experience pleasant and meaningful.
9. **ATTENDANCE:** Regular attendance is a critical course requirement and your participation is important to the success of this training. All absences, except those of an emergency nature, must be approved in advance by the Training Specialist.
10. **TRAINING MATERIALS:** May be made available to you at both your unit and at the Marconi Conference Center. Handout materials issued at your unit should be brought to training for possible use. A conference binder or notebook will be issued to you at the training session for note taking and convenience in handling materials. Please bring your own pens and pencils.
11. **CELL PHONES:** As a courtesy to your fellow participants and course leaders ensure that your cell phone is turned off during classes. Participants should not be receiving or making cell phone calls during class time. Please limit those calls to your breaks.

Please remember that cell reception is poor at Marconi. There is a payphone which takes prepaid phone cards or coins. If you have a phone in your room you can also use a prepaid calling card. There is one computer available for checking email in the Administration Building. There is also wi-fi access, which requires a pre-established account for a fee for use which cannot be charged to your room.

12. **TELEPHONE:** Limit phone calls during classroom hours to urgent business or emergencies. Anyone wishing to contact you by telephone during working hours should call (415) 663-9020.
13. **COLLEGE CREDIT:** Most Training Office programs are accredited by Monterey Peninsula College for lower division credit. If you successfully complete an accredited program, you will receive either a letter grade or a credit/no-credit designation.
14. **MPC STUDENT ID:** If you have filled out an MPC application before, you have already been issued a student ID number to use in lieu of your SSN on future applications. You can obtain your MPC ID number by going to their secure website and providing your SSN number (no name required) and birthdate.

<https://autobahn.mpc.edu/scripts/autobahn.exe/Execute?Application=WebReg&Program=REPORT-SR-FIND-SSN>

Newcomers to training will still need to provide their SSN on the first MPC application only, after which a student ID number will be assigned and available at

the web address above within a few weeks of the program's conclusion. You can store your MPC ID numbers in your ETMS Profile for future reference.

15. **POST-TRAINING ASSIGNMENTS:** In connection with formal training are to be completed under the direction of your supervisor.

◆ **Marconi Conference Center**  
 ◆ **PLANNING INFORMATION**

*To make your visit as comfortable and satisfying as possible, please take a few moments to read the following.*

◆ **CHECK-IN/CHECK-OUT**

Please check in at the Front Desk. Follow the signs for Check-in.

Check-in: 3 p.m. to 11 p.m.  
 Check-out: 7 a.m. to 10 a.m.  
 (Bring your key)

Late check-out (after 10 a.m.) will incur an additional day's charge.

◆ **DINING**

Meals are served in Redwood Dining Hall.

Breakfast buffet: 7 a.m. to 9 a.m.  
 Lunch buffet: 11:30 a.m. to 1:30 p.m.  
 Full service dinner: 6 p.m. to 8 p.m.

◆ **LODGING**

You may wish to bring: shampoo, flashlight, comfortable shoes for hilly trails. Please note cooking and other appliances, candles and incense are not allowed, and food should not be kept in your room as it attracts insects.

◆ **PARKING**

Please park in designated parking spaces only and observe the law regarding spaces for the handicapped. Campers, recreational vehicles and motor homes are not permitted.

◆ **DRIVING**

Please drive slowly and carefully, yielding to pedestrians, bicyclists and animals. The speed limit is 15 mph, and all signs and barriers must be observed.

◆ **GAS STATIONS**

The closest gas station is located in Point Reyes Station, 15 minutes to the south.

◆ **TELEPHONES**

Your guestroom has a private telephone number which you can give callers after you check in, as well as a port for your modem. All outbound telephone and modem calls require a toll-free 800 number. Bring your calling card for phone calls; check with your ISP for 800-number access. Most cellular phones DO NOT work at Marconi Conference Center.

◆ **MESSAGES, FAXES, MAIL**

If your callers would like to leave a message, give them this number:

**Front Desk Telephone: (415) 663-9020**

You may also want to give them your lodging building, room number and name of conference, to expedite receiving emergency messages.

We post messages for guests on the message board. We'll also post a notice if you receive mail or a package. *Emergency messages will be delivered.*

If you wish to receive a fax, use this number:

**Front Desk Fax: (415) 663-1731**

We will post a notice on the message board when your fax arrives and collect the service charge when you pick it up.

If you wish to receive mail, use this address:

(your name), (conference name)  
 c/o Marconi Conference Center  
 P.O. Box 789, 18500 State Route 1  
 Marshall, CA 94940

We will post a notice on the message board and hold your mail at the Front Desk.

no charge. Our commissary sells snacks, cold drinks, personal hygiene items, flashlights/batteries, writing supplies, stamps. We have a selection of Marconi souvenirs such as shirts, hats, mugs and other items that make wonderful remembrances of your stay with us. Our Front Desk staff can also help you with local information.

◆ **BUSINESS CENTER**

The Business Center is located in the Pelican Building lounge and is open 7 am to 11 pm. For your convenience, we are pleased to provide **free of charge**, the following services:

- ◆ Internet / E-mail
- ◆ Computer with MS Office
- ◆ LaserJet Printer
- ◆ Photocopier

◆ **WALKING & EXPLORING**

Marconi Conference Center is a unit of the California State Park system and all natural elements such as branches, pine cones, mushrooms and flowers are protected by state law and may not be removed. Camping and

campfires are not permitted. We suggest walking on designated footpaths to avoid poison oak. The pine needles can be slippery—please use caution. We recommend flashlights at night.

◆ **SMOKING**

State law prohibits smoking in or within 50 feet of Marconi Conference Center buildings. Ashtrays are located at entrances, on decks and on patios. Smoke only in paved areas and please use extreme caution when smoking on the property.

◆ **PETS**

With the exception of guide dogs for the handicapped, *pets are not permitted* in Marconi

Conference Center buildings and cannot remain on the property overnight. Dogs must be on a leash at all times.

◆ **ENJOY!**

We hope that between highly productive meetings you'll have some time to appreciate the rich human and natural history that surrounds us here. Please let us know if there is anything we can do to enhance your stay.



*Marconi Conference Center's guestrooms overlook Tomaes Bay*

◆ **EMERGENCIES**

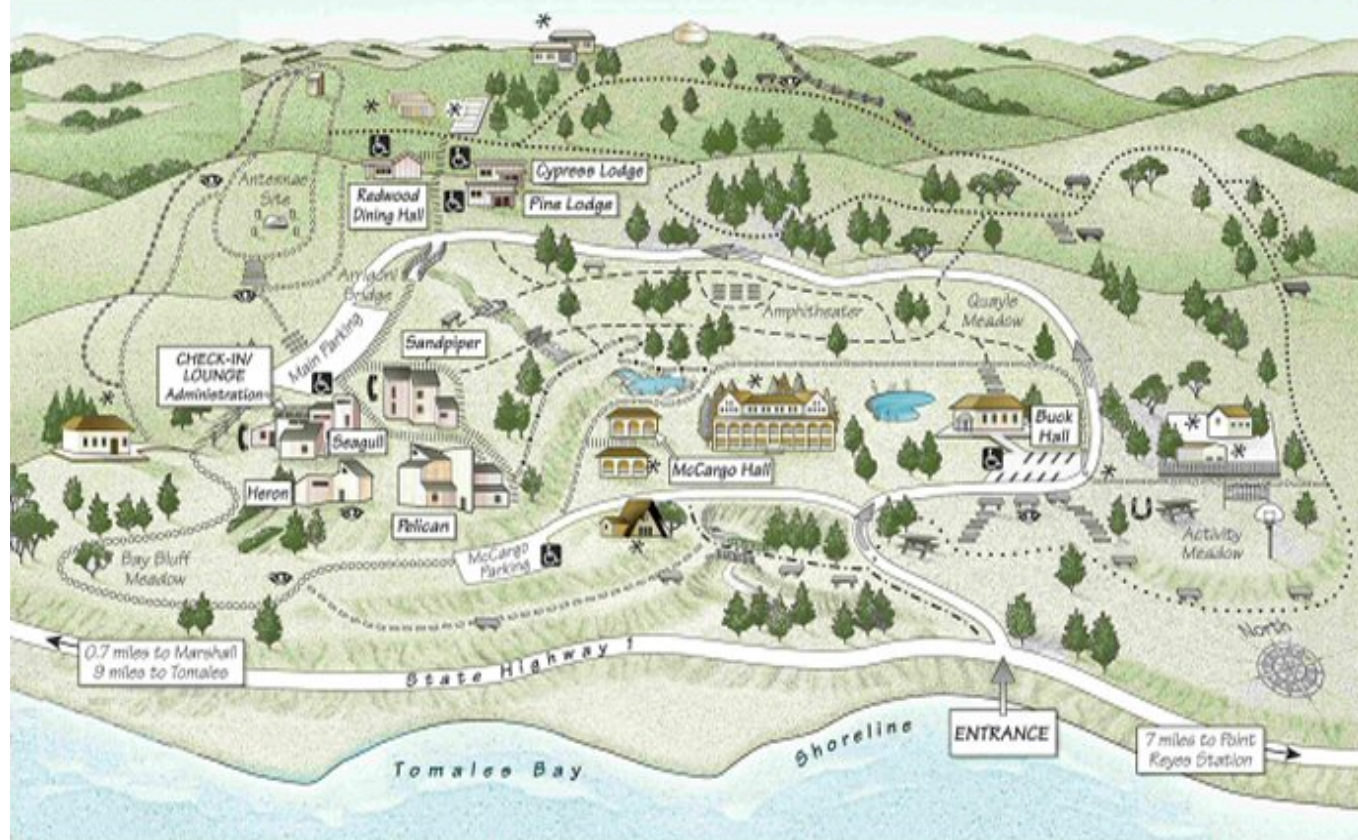
Between 11 p.m. and 7 a.m., the recorded message on (415) 663-9020 tells callers how to contact a guest or Marconi staff member in an emergency.

◆ **GUEST SERVICES**

In the front desk area we have games, reading material and a VCR with a selection of movie videos; volleyball, badminton and horseshoe equipment; ice, irons and ironing boards, all at



# Marconi Conference Center



◆ **Marconi Conference Center**  
 ◆ **GETTING TO MARCONI**  
**(415) 663-9020**



◆ **FROM SANTA ROSA**

Highway 101 South to Petaluma. Exit at East Washington Street. Turn right (west) on Washington Street, continue about 1.5 miles. Washington Street becomes Bodega Avenue. Continue on Bodega Avenue for about 7 miles. At Coast Guard sign, turn left (west) on Petaluma/Tomales Road. Continue on Petaluma/Tomales Road for about 7 miles to Highway 1 (Shoreline Highway). Turn left (south) on Highway 1, continue about 7-1/2 miles through Marshall until you see Marconi on the left.

◆ **FROM SACRAMENTO**

Take Interstate 80 West. Just before Vallejo, take Highway 37 west toward San Rafael. Continue west on Highway 37 over Highway 101 (stay to the right). Take South Novato Boulevard exit. Continue north on Novato Boulevard for about 8-1/2 miles through Novato. When Novato Boulevard ends turn right, continue about 1000 feet. Turn left (west) on Hicks Valley Road (sign indicates "To Marshall"). Continue on Hicks Valley/Wilson Hill Road about 2-1/2 miles until it ends. Turn left (south/west) on Marshall Petaluma Road. Continue for about 11 miles until it ends at Highway 1 (Shoreline Highway). Turn left on Highway 1 and continue about 1 mile to Marconi on the left.

◆ **FROM OAKLAND/EAST BAY:**

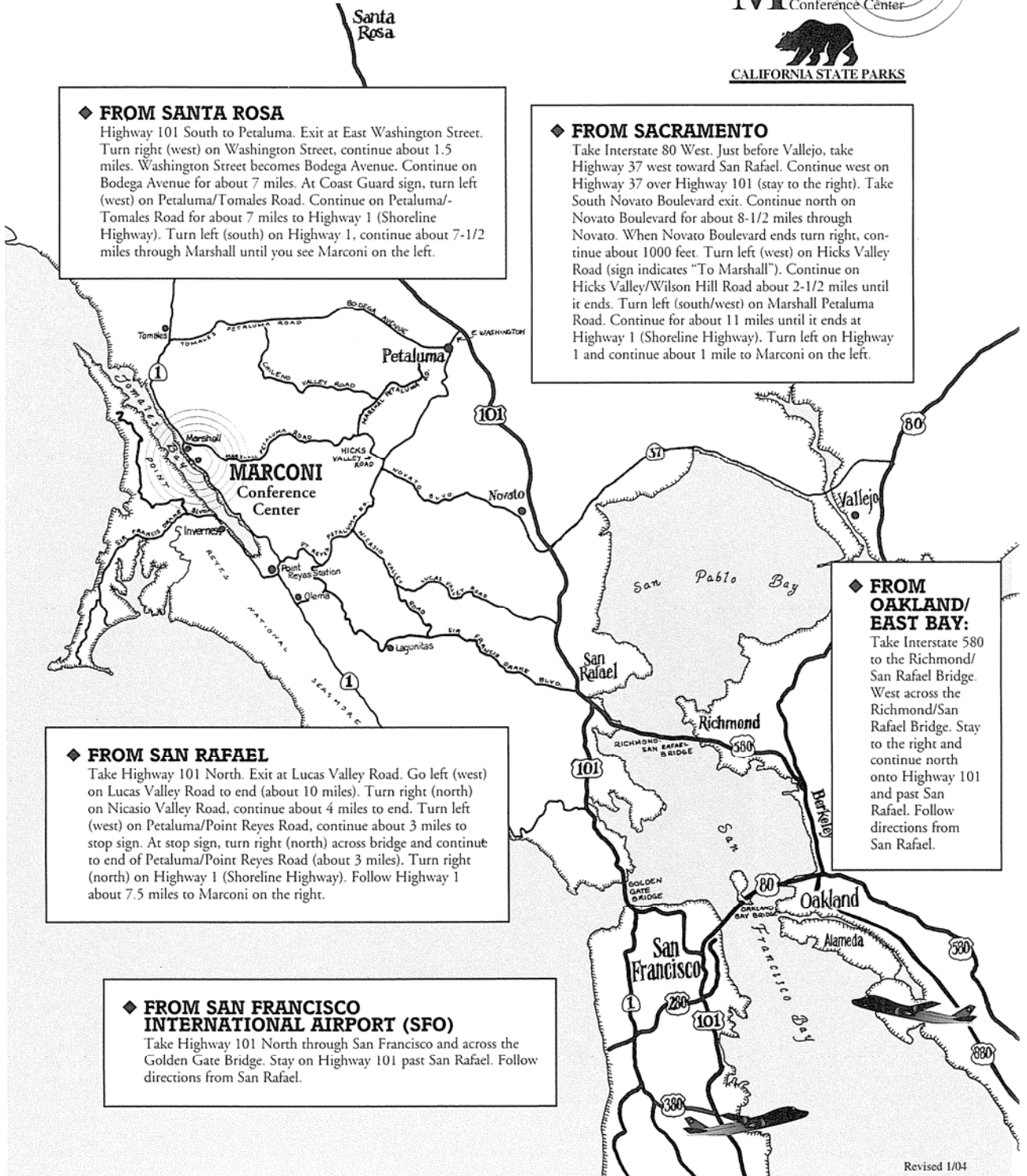
Take Interstate 580 to the Richmond/San Rafael Bridge. West across the Richmond/San Rafael Bridge. Stay to the right and continue north onto Highway 101 and past San Rafael. Follow directions from San Rafael.

◆ **FROM SAN RAFAEL**

Take Highway 101 North. Exit at Lucas Valley Road. Go left (west) on Lucas Valley Road to end (about 10 miles). Turn right (north) on Nicasio Valley Road, continue about 4 miles to end. Turn left (west) on Petaluma/Point Reyes Road, continue about 3 miles to stop sign. At stop sign, turn right (north) across bridge and continue to end of Petaluma/Point Reyes Road (about 3 miles). Turn right (north) on Highway 1 (Shoreline Highway). Follow Highway 1 about 7.5 miles to Marconi on the right.

◆ **FROM SAN FRANCISCO INTERNATIONAL AIRPORT (SFO)**

Take Highway 101 North through San Francisco and across the Golden Gate Bridge. Stay on Highway 101 past San Rafael. Follow directions from San Rafael.



Revised 1/04

## **PROGRAM ATTENDANCE CHECKLIST**

To assist you in preparation for formal training at the Marconi Conference Center, the following list is provided.

- Complete the Pre-Training Assignment on page 9 of this syllabus.
- Arrange your travel through your District/Unit Office.

Remember to bring the following with you to training:

1. Alarm clock
2. Pens and pencils
3. Day pack (optional)
4. Camera (optional)
5. Water bottle

Uniforms are not required – please wear suitable office attire.

If you have any questions or need assistance, contact the Program Coordinator Sara Skinner at (831) 649-2961 or [sskinner@parks.ca.gov](mailto:sskinner@parks.ca.gov).

## **PRE-TRAINING ASSIGNMENT**

Bring a news release that you've written or has been sent out by your unit/district. Bring a list of events and/or topics that would make for a good article or story in your unit/park/district.

## **POST-TRAINING ASSIGNMENT**

Prior to ninety days after the completion of this program, the employee and his/her supervisor should sit down and discuss the impact and assess the effectiveness this program has had on the employee. Then both the supervisor and employee should login to the Employee Training Management System (ETMS) and complete the Post-Training Evaluation form (an email will be sent to both employee and supervisor notifying them that the evaluation needs to be completed).

The post-training evaluation process is intended to provide a bridge between classroom instruction and the on-the-job application of training. The information obtained through this process will assist the training participant, supervisor, and Training Center in providing a return on the investment the Department has on training.

**WORKING WITH THE MEDIA GROUP 1**  
**March 9-12, 2008**

**Sunday**  
**March 9**

1500- Registration: *Check-in at the Marconi* All  
*Conference Center*

**Monday**  
**March 10**

0800-0830 Welcome, Introductions, Overview of Training Skinner  
 0830-1200 Communications Office Schaechtele

Tried and True Public Relations and Promotional Tools  
 Department News Release Template  
 District Contracts for Different Types of Public Relations  
 Official Statements  
 Preset Templates for Quick Response  
 Negative Story Spin and Crisis Immediate Incidents  
 How to Be Proactive on a Reoccurring Event  
 What is Acceptable to Give Out?  
 Getting On the California State Parks Website Event  
 Calendar

1200-1300 Lunch  
 1300-1500 PSA's, News Releases, Sample Kits Apelt  
 1500-1700 Press Release Do It! Apelt

**Tuesday**  
**March 11**

0800-1000 Getting Your Message Out TBA  
 1000-1200 Interview Techniques and Attention Grabbing Topics Parmer  
 1200-1300 Lunch  
 1300-1500 Working with Your Convention and Visitors Center Glynn  
 1500-1700 Getting Your Message Out TBA

**Wednesday**  
**March 12**

0800-0900 Working with Cooperating Associations to Get Funding Mott  
 0900-1130 Photographs, Images, and More Jorae  
 1130-1200 Conclusion and Evaluation Skinner  
 1200- Lunch and Departure All

**WORKING WITH THE MEDIA**

**18.5 HOURS**

**PROGRAM OUTLINE**

Overview of and Conclusion of Training..... 1.0  
Communications Office ..... 3.5  
    Tried and True Public Relations and Promotional Tools .....  
    Department News Release Template.....  
    District Contacts for Different Types of Public Relations .....  
    Official Statements .....  
    Preset Templates for Quick Response.....  
    Negative Story Spin and Crisis Immediate Incidents.....  
    How to be Proactive on a Recurring Event.....  
    What is Acceptable to Give Out?.....  
    Getting On the California State Park Website Event Calendar.....  
PSA's, News Releases, Sample Press Kits ..... 4.0  
    Press Release Do It! .....  
Interview Techniques ..... 2.0  
Working with Your Convention and Visitors Center..... 4.0  
    Getting your Message Out .....  
Working with Cooperating Associations to Get Funding..... 2.0  
Photographs, Images, and More! ..... 2.0  
  
**TOTAL HOURS .....18.5**

## **WORKING WITH THE MEDIA**

### **ORIENTATION**

Purpose: The course content and logistics of the Marconi Conference Center will be reviewed.

Performance Objectives: By the close of the session the participant will

1. Review course content, procedure, grading, and evaluation process.
2. Adhere to all Training Center Guidelines.

### **COMMUNICATIONS OFFICE**

Purpose: The role of the Department's Communications Office will be discussed along with techniques imperative to the employees' role in communicating with the media.

Performance Objectives: By the close of the session the participant will

1. Examine the Tried and True Public Relations and Promotional Tools manual.
2. Identify the Department News Release Template and where to find it on the share drives.
3. List contact people in their unit/district for different types of public relations.
4. Discuss official statements and identify what information is acceptable to give out to the media.
5. Develop preset templates for a quick response to media inquiries.
6. Identify how to spin a negative story and respond to immediate crisis incidents.
7. Demonstrate a means to be in front of or proactive to a reoccurring event.
8. List the steps to get an event on the California State Parks website.

### **NEWS RELEASES AND SAMPLE PRESS KITS**

Purpose: To review sample press kits and news releases currently being used in the Department.



Performance Objectives: By the close of the session the participant will

1. Discuss what a media release can and cannot do for you.
2. Review results of a successful media campaign.
3. Identify the different types of media releases.
4. Review and identify the components of public service announcements and media releases.
5. Identify the components of sample press kits.
6. Develop a press release for review.

### **INTERVIEW TECHNIQUES**

Purpose: To work with the media to improve interview techniques and skills.

Performance Objectives: By the close of the session the participant will

1. List good interview techniques.
2. Demonstrate good interview techniques through a role-play exercise.
3. Describe the difference between unclear and favorable print media quotes.

### **VISITOR CENTER'S AND GETTING YOUR MESSAGE OUT**

Purpose: To work with local centers and media outlets to improve coverage.

Performance Objectives: By the close of the session the participant will

1. Identify ways of working with their local visitors and/or convention center to get their message out to the community.
2. List ways to get coverage, events listed, and/or a spotlight article with various news media.

### **COOPERATING ASSOCIATIONS**

Purpose: To work with the unit's cooperating association to improve advertising and coverage.

Performance Objectives: By the close of the session the participant will

1. Identify the abilities and constraints of what cooperating associations can fund for media and event coverage.
2. List the cooperating association that works with your unit or surrounding units.

### **PHOTOGRAPHS, IMAGES, AND MORE!**

Purpose: To use photographs to improve coverage and recognize guidelines in their use. To use the Department's Branding Standards Handbook as a tool to improve name recognition.

Performance Objectives: By the close of the session the participant will

1. Define the various uses for photographs and/or images in their news releases and public relations.
2. List the Departmental Notices and forms that control the use of photographs.
3. Identify how to track the use of these photographs/images.