Communications Bootcamp
2016 City Summit

Trainer(s):
Carolyn Sawyer
Founder & CEO
Tom Sawyer Company
Communications Bootcamp

Carolyn Sawyer
Founder & CEO
Tom Sawyer Company

#NLCU
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 – 9:30</td>
<td>Welcome &amp; Why Bootcamp?</td>
</tr>
<tr>
<td>9:30 – 10:30</td>
<td>Conversation/Case Study: The Media Confronts Charlotte</td>
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<tr>
<td>10:30 – 10:45</td>
<td>Break</td>
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<tr>
<td>10:45 – 12:00</td>
<td>Engaging Stakeholders</td>
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<tr>
<td>12:00 – 1:00</td>
<td>Lunch</td>
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<td>1:00 – 2:30</td>
<td>Pitching Media</td>
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<tr>
<td>2:30 – 2:45</td>
<td>Break</td>
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<tr>
<td>2:45 – 4:00</td>
<td>Activating Social Media</td>
</tr>
<tr>
<td>4:00 – 4:30</td>
<td>Electronic Assessment</td>
</tr>
</tbody>
</table>
Case Study

Keith Scott Shooting
September 20, 2016
Charlotte, NC
Conversation with

Honorable James Mitchell
Charlotte City Council
Charlotte mayor press conference after Keith Lamont Scott shooting and riots

https://www.youtube.com/watch?v=xhRtrSGxDBk
Keith Lamont Scott was calmly walking backward when Charlotte, N.C., police shot him to death this week, a lawyer for Scott's family said after relatives were allowed to watch police video of the shooting.

In a statement Thursday night, Justin Bamberg, a lawyer for the family, said Scott, 43, exited his vehicle "in a very calm, non-aggressive manner" when ordered to do so by officers Tuesday afternoon outside a convenience store.
September 23, 2016

hi James, lifting ya'll in prayer. whose advising the City? the optics could be improved.

Thank you for your prayers. As of today at 11:30 am the SBI is heading the investigation.
unfortunately, this family video release is overshadowing that news. The City has to at the same time start thinking about overall image you've built. if People see National Guard, broken glass..and don't hear/see strong compassionate leadership, it will take a while to erase negatives and rebuild.
Video shows moments before Keith Lamont Scott's shooting

By Jason Hanna and Steve Almasy, CNN

Updated 11:59 AM ET, Sat September 24, 2016

(CNN) — The family of Keith Lamont Scott has released cell phone video, recorded by his wife, that shows the...
Emails after the shooting death of Keith Lamont Scott show a city in ...
Charlotte Agenda - Nov 3, 2016
Emails between top Charlotte officials show a city government juggling hateful ...
Keith Lamont Scott was shot to death soon after exiting his car parked near his ...

Newly-Released Emails Show How CMPD and City of Charlotte ...
TWC News - Nov 2, 2016
... released emails show how the Charlotte-Mecklenburg Police Department the City of Charlotte responded hours after the September shooting of Keith Scott.

Charlotte mayor used private email to discuss curfew during city's ...
WSOC Charlotte - Nov 1, 2016
CHARLOTTE, N.C. - The unrest in Charlotte began to pacify over the weekend following the police shooting of Keith Lamont Scott. This was after a week filled ...

Did CMPD use too much show of force – or too little – during protests?
Charlotte Observer - Oct 31, 2016
A day after the fatal police shooting of Keith Lamont Scott, about 1,000 people gathered uptown to protest, and Charlotte officials worried that events might turn ...

CMPD responds to use of force lawsuit
WCNC.com - Oct 28, 2016
CHARLOTTE, N.C. – Charlotte-Mecklenburg Police are detailing the ... He writes that in the hours after Keith Scott was shot and killed by a CMPD officer, ...

Inside The 48 Hours That Shook Charlotte: As Rocks Flew, Riot ...
WFAE - Oct 28, 2016
Charlotte-Mecklenburg police officers walk throught a haze of tear gas on Old ... that crippled Charlotte after the police shooting of Keith Lamont Scott on the ...
The Latest: Charlotte mayor wants repeal of law on videos
Richmond County Daily Journal - Sep 28, 2016
Charlotte Mayor Jennifer Roberts is calling on North Carolina lawmakers to repeal a ... The call comes a week after Keith Lamont Scott was shot and killed by a ...

With protests quiet, state of emergency ends in Charlotte
CNN - Sep 28, 2016
(CNN) Charlotte, site of protests after a police officer-involved shooting last week, ... Pat McCrory thanked Charlotte-Mecklenburg police, the Highway Patrol and ...

Vigil held uptown for Scott, Carr
WCNC.com - Sep 28, 2016
Dozens lit candles in honor of Keith Scott, the man who was killed last week by a Charlotte-Mecklenburg Police officer triggering mass unrest. It was also in ...

New revelations in Keith Scott Case
9NEWS.com - Sep 28, 2016
Police have not said how much of Scott's criminal history they knew before the shooting, but Charlotte-Mecklenburg Police Chief Kerr Putney said in a news ...
Case Study

Terence Crutcher Shooting
September 16, 2016
Tulsa, Oklahoma
September 23, 2016
Officer Betty Shelby charged with manslaughter
Tulsa police shooting investigated by Justice Department
DallasWeekly - Nov 3, 2016
Terence Crutcher, a 40-year-old black man, was shot and killed Friday, September 16, 2016 by a police officer in Tulsa, Oklahoma.

Attorneys speak out on Terence Crutcher and court cases
KTUL - Nov 2, 2016
This week, Shelby's attorney Shannon McMurray told Tulsa's Channel 8 that her client shot Crutcher because she believed he was reaching inside his vehicle...

Shelby defense says witness proves Crutcher pointed gun at...
KOKI FOX 23 - Nov 1, 2016
An attorney for Tulsa officer Betty Shelby says they have evidence that Terence Crutcher was shooting a firearm in the street the day before she shot and killed...

Officer Betty Shelby's Defense Wants Second Gun Tested In...
News On 6 - Nov 1, 2016
Attorneys for the police officer who shot and killed Terence Crutcher have asked a... The motion asks the judge to order the Tulsa Police Department or another...

Tulsa police release transcript from fatal police shooting during east...
Tulsa World - Oct 30, 2016
The Tulsa Police Department released a computer-aided dispatch transcript... than a month after Officer Betty Shelby shot Terence Crutcher in north Tulsa.

Tulsa Police: Handling Of Crutcher Incident Resulting In More...
News On 6 - Oct 28, 2016
The Tulsa Police Department welcomed 14 new officers to the force Friday morning... because of the way it handled the Terence Crutcher shooting last month.
Unnamed black man killed by Tulsa officer had PCP in his system...
Los Angeles Times - Oct 11, 2016
An unnamed man shot dead by a Tulsa police officer last month had the... Terence Crutcher, 40, had “acute phencyclidine intoxication” when he died Sept. 16.

Autopsy: Tulsa man fatally shot in OIS had PCP in system when he...
16, 2016 police video, Terence Crutcher, center, is pursued by police officers as he walk to an SUV in Tulsa, Okla. (Tulsa Police Department via AP)...

Autopsy: Man fatally shot by Tulsa police officer had PCP in system
KWCH - Oct 11, 2016
Autopsy: Man fatally shot by Tulsa police officer had PCP in system... Terence Crutcher was shot Sept. 16 after his car broke down on a Tulsa street. Officer Betty...

CONFIRMED: Terrence Crutcher Was High On PCP When Shot By...
Bearing Arms - Oct 11, 2016
Terence Crutcher, the drug-abusing felon who abandoned his running SUV in oncoming traffic before being shot by Tulsa Police officer Betty Shelby when she...

Encounter With ‘Erratic’ Black Man Ends With Officer-Involved...
NBC 7 San Diego - Sep 27, 2016
The shooting sparked uproar in the community, prompting many to gather at the scene... A black man was shot in an encounter with El Cajon Police Tuesday, ...

Kaepernick Had No Choice but to Kneel
TIME - Sep 22, 2016
... (relative to their population, black people are still more likely to be shot). In our... in grisly episodes like what just happened to Terence Crutcher in Tulsa, Okla.
Break
10:30 – 10:45
Engaging Stakeholders

Shaping/Crafting & Delivering Your Message
Elements that Drive Stories

- Politics
- Disasters
- Sex; Crimes
- Babies; Elderly
- Race
- Animals
- Natural Disasters
- Sports
Philosophy

- Any media opportunity is a Golden opportunity
- The objective is to influence the story
5 Communication C’s

CLEAR

CONCISE

CONFIDENT

COMPASSIONATE

CONSISTANT
Effective Messaging

Clear

- **Pronunciation:** Articulate and enunciate your words for them to be clearly heard.

- **Grammar:** Use correct grammar when speaking. Do not drop off words from sentences.

- **Speed:** Speak in a normal, steady pace.
Effective Messaging

Concise

- **Main Points:** Highlight the main points first. Limit the details to only the most important ones.

- **Germane Points:** Only state points that are relevant to the topic at hand.

- **Time Management:** Try to make presentation fit comfortably in allotted time. Do not make it too long or too short.
Effective Messaging

Confident/Compassionate

- **Sensitivity**: Mutual Respect, mutual trust.
- **Understanding**: Be empathetic. Some concepts may be difficult for the person(s) to grasp.
- **Non-intimidating**: Try to be on the same page as your audience.

Consistent

- Repetition
- Paraphrase
- Repeat...Repeat...Repeat
When Speaking...

- How You Look: 5-7%
- How You Sound: 30-33%
- What You Say: 50-55%
UCLA Study (1970)
• 50-55% Look
  ➢ Importance of How You Look
• 30-35% Sound
  ➢ Importance of How You Sound
• 5-10% Message
  ➢ Importance of What You Say

Vistage Research-50% of message *NOT* heard
• Misunderstood
• Misstated
• Misinterpreted
• Forgotten
• Ignored
How You Sound By Telephone

• 80% How you Say It
• 20% What you Say

• Harness your nervous energy and transform it into vitality and enthusiasm.
• Sound interesting, stimulating and informative.
• Make sure your voice is loud enough, clear and assured.
What You Say- The Message

• Answer –
  • 3 Message Points
  • 10-12 seconds in length

• Repetition –
  • Repeat…Repeat…Repeat
  • Paraphrase
Know Your Audience

Anticipate Tough Questions Reporters Will Pose

Know Your Program or Publication

Know Your Point, Purpose
Lunch
12:00 – 1:00
Pitching the Media
What Reporters Want

• Stories that attract attention
• Stories that beat the competition
• New Angles/New Leads
• The Last Word
Before Speaking- Ask Questions

• What is the story?
• Who are the other players involved?
• What variety of media outlets are involved? (i.e. traditional media, social media)
• Do we understand the background?
• What is the expected length, who will conduct the interview?
Exercise
Communication Do’s and Don’ts

- Know your audience
- Ask about audience expectations
- Select appropriate location
- Invite and encourage interaction and feedback
- Keep it short; to the point

“The Best Communicators are Great Listeners”
Break

2:30 – 2:45
Effectively using Social Media
The Ultimate Business Expo Pre Event
The Ultimate Business Expo
Published by Hilary Kempler [?] · October 30 at 12:01pm ·

Network with several Prime Contractors registered to attend #UBE who are looking for a variety of services.

<table>
<thead>
<tr>
<th>Description</th>
<th>People Reached</th>
<th>Post Engagements</th>
<th>Spent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boosted Post</td>
<td>5,338</td>
<td>258</td>
<td>$100.00</td>
</tr>
<tr>
<td>Completed</td>
<td></td>
<td></td>
<td>Spent of $100.00</td>
</tr>
<tr>
<td>#scsmallbiz #UBE Register here for the Ultimat...</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promoted by Hilary Kemptner on 10/29/2016</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Local Business Promotion</td>
<td>16,260</td>
<td>39,148</td>
<td>$104.83</td>
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<tr>
<td>Completed</td>
<td></td>
<td></td>
<td>Spent at $10.00 per day</td>
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<tr>
<td>Not your ordinary networking event.</td>
<td></td>
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<tr>
<td>Promoted by Hilary Kemptner on 10/18/2016</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Sign Up Promotion</td>
<td>8,339</td>
<td>114</td>
<td>$162.79</td>
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<tr>
<td>Completed</td>
<td></td>
<td></td>
<td>Spent at $15.00 per day</td>
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<tr>
<td>Sign Up</td>
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<td></td>
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<tr>
<td>Free to attend, priceless for your business. #U...</td>
<td></td>
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</tr>
</tbody>
</table>
Website clicks from social media – 334

**Twitter** - @ultimatebizexpo
  Reach – 44,108
  Impressions – 84,332

**Facebook** – The Ultimate Business Expo
  Page likes - 197
  Page reach – 78,812
  Post engagements -7,703
The Ultimate Business Expo During Event
Overview of projects ahead for #SC. Looking for contractors of all sizes, some projects under $10K. #UBE

Ultimate Biz Expo @ultimatebizexpo Nov 3
It's a beautiful day at the @KogerCenter to make some connections. #UBE

Ultimate Biz Expo @ultimatebizexpo Nov 3
If you're getting #DBE certified, go ahead and take the next step and get #ACDBE certified. #UBE

Ultimate Biz Expo @ultimatebizexpo Nov 3
There are a surprising number of businesses that don't even have email set up, much less a website. #UBE

Ultimate Biz Expo @ultimatebizexpo Nov 3
Do you know the difference between a #DBE and a #ACDBE? #UBE
The Ultimate Business Expo
Post Event
The Ultimate Business Expo at The Ultimate Business Expo.
Published by Hilary Kemptner [?]. Yesterday at 2:16pm · NLC

We have counted down, stated facts, motivated with quotes, educated with tips, tricks & how-to's, networked, conversed, met, connected & built relationships. We have listened, learned, cheered, clapped, shook hands & exchanged business cards & that's a wrap! #UBE
We're still talking about yesterday & all the great connections that came together! Koger Center for the Arts were the perfect hosts! #UBE

Feel free to share your photos from the expo yesterday - we'd love to see #UBE from your lens!
Blessed Experiences: Genuinely Southern, Proudly Black
by Congressman James E. Clyburn
Blessed Experiences @BlessedExp · Feb 9
Meet @Clyburn during your lunch hour 2/10/15. #McGowan theater @archivesfdn bit.ly/1w0SYKt #BlackHistoryMonth #twilights #Events

Blessed Experiences @BlessedExp · Feb 10
Watch Clyburn’s @archivesfdn #presentation on YouTube at bit.ly/1KJ8uA9 #BlackHistoryYouDidntLearnInSchool #Clyburn #February

Blessed Experiences created an event.
February 12 ·

Blessed Experiences Book Signing and Interview
Tuesday, February 17 at 9:00pm
Palmer Memorial Chapel in Columbia, South Carolina

Blessed Experiences
Genuinely Southern, Proudly Black

James E. Clyburn
Foreword by Alfre Woodard

NATIONAL LEAGUE OF CITIES
Thank you to all in attendance at the Palmer event! A special thank you to our wonderful host Mrs. Lorin Palmer!

#BlackHistoryMonth #BlackHistory365 #Clyburn #Leader
#PalmerMemorial #SumterSC #SouthCarolina #History #DHHM2015
#ColumbiaSC #AugustaSC #Interview #DandA
Carolyn Sawyer

April 11 at 9:37am - Story Commenting - 

The Tom Sawyer Team rocks! Front page Entertainment page in South Carolina's State Newspaper. The Tracy Oliver story is one to watch. Great team leadership Jasminn Winters! Reviewing more clips this morning.

sojazzy3985

Columbia native co-wrote new 'Barbershop' movie starring Ice Cube

A Columbia native co-wrote "Barbershop: The Next Cut" starring Ice Cube and Cedric the Entertainer. Tracy Oliver, a graduate of Spring Valley High School, said this is her...

amijackson

sojazzy3985 @tracyo619 will be on @news19wltx today at Noon with Darci Strickland. Tune in to hear more about her role as Co-Writer of Barbershop The Next Cut!! #barbershop3 #wltx #onyourside #CoWriter #live #columbiasc #carolinapride

1 DAY AGO
Darci Strickland and 2 others liked your Tweet
@TracyYOliver will be on @WLTX today at Noon with @DarciWLTX . Tune in to hear more about her role as Co-Writer of Barbershop The Next Cut!!

WGCV 620AM 105.1FM Retweeted your Tweet
@TracyYOliver is on live discussing Barbershop 3 @WGCV620AM The Urban Scene. Tune in to 105.1FM or listen online at bit.ly/1WnJbgh

Tracy Y. Oliver liked your Tweet
@TracyYOliver is on live discussing Barbershop 3 @WGCV620AM The Urban Scene. Tune in to 105.1FM or listen online at bit.ly/1WnJbgh
Lasenta Lewis-Ellis
April 11 at 8:41am

Three AMAZING women doing what they do best. CONGRATS Meaghan Norman Meaghan Norman, Tracy Oliver, and Carolyn Sawyer! What an AWESOME collaboration! I look forward to seeing the new Barbershop!

Carolyn Sawyer
April 10 at 5:28pm

Special Thank you to Meaghan Norman, WS-TV for facilitating a flawless Conversation with Tracy Oliver, co-writer Barbershop: The Next Cut. Family and friends enjoyed a special advanced screening this weekend. The movie opens nationwide Friday.

James Peter Neal Ms. Norman does a superior job at W.I.S.T.V. AND She preserves Awareness to high standards. Special “kudos” and eternal gratitude. J.P.N.

Carolyn Sawyer added 7 new photos — with Tracy Oliver.
April 10 at 8:47pm

Special Thank you to the Olivers for entrusting the Tom Sawyer Company’s Events Team with the advance screening of Barbershop: The Next Cut. What an amazing day! Two day media tour next for Tracy before Friday’s nationwide opening.

Love · Comment · Share · Buffer

You, Kathy M. McHenry, Nancy Johnson and 86 others
1 share

View 4 more comments

Hannah Mountain Great choice in Carolyn and her team as well!
Like · Reply · 1 · April 11 at 2:00am

Kathryn Carson Howard More wonderful SC talent!
Like · Reply · 2 · April 11 at 12:30pm
Assessment/Debrief
For more on media training, media relations, public outreach or crisis management contact Carolyn or visit our website

Carolyn Sawyer
carolyn@carolynsawyer.com
Phone: 888-729-9373
www.CarolynSawyer.com

https://squareup.com/store/tom-sawyer-productions
Communications Bootcamp

National League of Cities
November 16, 2016
9:00 a.m. – 4:30 p.m.

9:00 – 9:30 Welcome & Why Bootcamp?
9:30 – 10:30 Conversation/Case Study
The Media Confronts Charlotte
10:30 – 10:45 Break
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September 16, 2016
Tulsa, Oklahoma

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September 23, 2016
Officer Betty Shelby charged with manslaughter
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10:30 – 10:45

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Shaping/Crafting & Delivering Your Message
Elements that Drive Stories

- Politics
- Disasters
- Sex; Crimes
- Babies; Elderly
- Race
- Animals
- Natural Disasters
- Sports

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- Any media opportunity is a Golden opportunity
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- CLEAR
- CONCISE
- CONFIDENT
- COMPASSIONATE
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- **Repetition**
- **Paraphrase**
- **Repeat...Repeat...Repeat**
When Speaking...

Communications Research

- UCLA Study (1970)
  - 50-55% Look
    - Importance of How You Look
  - 30-33% Sound
    - Importance of How You Sound
  - 5-10% Message
    - Importance of What You Say
- Vistage Research-50% of message NOT heard
  - Misunderstood
  - Misstated
  - Misinterpreted
  - Forgotten
  - Ignored

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  - 3 Message Points
  - 10-12 seconds in length
- Repetition –
  - Repeat...Repeat...Repeat
  - Paraphrase

Prepare, Practice, Prepare

Know Your Audience

Anticipate Tough Questions Reporters Will Pose

Know Your Program or Publication

Know Your Point, Purpose

Lunch
12:00 – 1:00
Pitching the Media

What Reporters Want

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Effectively using Social Media

The Ultimate Business Expo
Pre Event
Facebook Ads
Budget- $500.00

Social Media Stats
Day before event
Website clicks from social media – 334

Twitter - @ultimatebizexpo
Reach – 44,108
Impressions – 84,332

Facebook – The Ultimate Business Expo
Page likes – 197
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The Ultimate Business Expo
During Event
Blessed Experiences: Genuinely Southern, Proudly Black by Congressman James E. Clyburn
For more on media training, media relations, public outreach or crisis management contact Carolyn or visit our website

Carolyn Sawyer
carolyn@carolynsawyer.com
Phone: 888-729-9373
www.CarolynSawyer.com
https://squareup.com/store/tom-sawyer-productions