

Discussion Topics:

Roundtable: Working with a Media Consultant

CIC College Media Conference, June 22, 2009

Why Work with a Consultant?

Small shop

Need national media contacts

Need to know how to work more efficiently

Need to know what other colleges are doing, for trend queries

How to Choose?

CASE web site

Conferences

Interviews, recommendations

What are the responsibilities of the College PR director?

Relate if there is a desire to focus on one program or person, or raise general visibility

Work collaboratively

Do leg-work – you are on campus

Pre-interview faculty, be familiar with their strengths

Be familiar with schedules, for presidential media visits, etc.

Other services consultants often offer:

Executive Search for marketing and communications professionals

Planning

Benchmarking program effectiveness

Strategic plans

Staff tutorials- media training

Reviews of web site or publications

Analysis of market position

Focus groups

Readership/audience studies

How to Convince Your President That a Consultant is a Worthwhile Expenditure

(open for discussion)