



Influenza Pandemic Media Response Training

This premier training event is a powerful full day session that will give you the skills you need to create and deliver the right message, to the right people, at the right time!

Sponsored by Continuity First, Inc. &
Bill Oglesby Media Consulting

Thursday, November 30, 2006
Valley Bank
36 Church Avenue
Roanoke, VA 24011

Thursday, December 7, 2006
Bank of Virginia
11730 Hull Street Road
Midlothian, VA 23112

Thursday, January 11, 2007
Burke & Herbert Bank & Trust Company
2836 Duke Street
Alexandria, VA 22314

Featured Speaker: Bill Oglesby

Areas of Expertise: Media Training, Presentation Training, Legal Media Relations/Video Deposition Counseling, Video Production, Public Speaking, On-Camera Talent, Voice Talent

Bill Oglesby formed Bill Oglesby Media Consulting, Inc., in 2005 after ten years as co-founder and owner of Carter Ryley Thomas Public Relations, one of the top 35 independent PR firms in the nation. With a wealth of experience in broadcasting and law, Bill has trained literally hundreds of executives, including CEOs, an Olympic Gold Medalist and a PGA Tour player, in how to deal with the news media. Media training courses are tailored to fit the needs of individual companies, using lecture-style classes, small groups and/or one-on-one formats. Bill's training sessions prepare clients for interviewing face-to-face, by phone and in front of live cameras for situations such as media events or crisis communications. Bill has proven to be a popular speaker on the lecture circuit and was named a Faculty Star by the Council for the Advancement and Support of Education (CASE).

Prior to joining CRT, Bill worked for 12 years in broadcast news, primarily television. He has worked at network affiliate stations in Roanoke, Va.; Greenville, S.C.; and Richmond, Va. and has contributed to CNN, ABC and NBC. More than half of those years were spent anchoring as well as reporting. During that time, Bill specialized in covering legal, political and governmental issues, and won numerous awards including an Emmy nomination. He has also been a licensed attorney in Virginia since 1982. In 1991, Bill created a radio feature called "Where Were You," spotlighting news, sports, theater and other events of years past that ran daily on WMXB-FM from 1991 to 1996 and later in print form in Richmond Parents Monthly and Fifty Plus magazines. Bill has also served as an adjunct professor at the University of Richmond and Virginia Commonwealth University, teaching courses in broadcast and internet news writing, as well as communications law. A founder of the Richmond Broadcasters Hall of Fame, Bill continues to serve as a frequent news broadcaster and commentator.

Bill received his B.A. in journalism and communications from Washington and Lee University and a Juris Doctorate from Pepperdine University.

The media is on the phone and wants your comment!

The Avian Flu has spread and it isn't business as usual anymore.

Do you know how to...

- Create a message that puts your bank in the best light?
- Participate in a media phone interview?
- Manage a press conference to respond to a crisis or unexpected incident?
- Use the media to quickly communicate key information to your customers, investors and business partners?

Continuity First, Inc. has partnered with *Bill Oglesby Media Consulting* to provide the Virginia Association of Community Banks a series of daylong media training workshops for its member banks.

Each workshop, while structured to deal with a possible avian flu pandemic, will feature media interviewing tips and techniques that are applicable to any crisis situation.

Each workshop will be limited to six participants, so as to provide maximum time for individual on-camera training. The day is structured to provide a mix of:

- training on best practices for dealing with the media,
- videotaped real-life examples of both good and bad interview techniques,
- Practice on-camera mock interviews based on practical scenarios and key message points – in a realistic setting!

Each participant will receive a comprehensive media training binder and a VHS tape of his or her interviews to use during a crisis or just reinforce what they have learned.

Program Schedule:

8:30 a.m. – 9:00 a.m.	Introductory Discussion
9:00 a.m. – 12:00 p.m.	Program
12:00 p.m. – 12:30 p.m.	Working Lunch (provided)
12:30 noon – 4:30 p.m.	Program

How to Register:

Sign up online at www.continuityfirst.com.

Or, you can mail the below form and check payable to:

Continuity First, Inc., 7293 Hanover Green Drive Suite 101 Mechanicsville, VA 23111

Registration Form:

Company/Bank Name _____ Phone Number _____

Contact Name _____ Title _____

Billing Address _____

Email Address _____

Continuity First, Inc.
7293 Hanover Green Drive
Suite 101
Mechanicsville, VA 23111
(804) 559-6623

Registration Fee:

- VACB Member \$695
- Non-VACB Member \$895

Check Enclosed:
Amount: \$ _____

Please select which date you will be attending:
November 30 December 7
January 11