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Re: Training for Dept. of Communicaton and Information Ford, Rochelle

Follow Up. Start by Sunday, September 15, 2013. Due by Sunday, September 15, 2013.
You forwarded this message on 5/18/2011 1:01 AM.

Sent: Friday, June 11, 2010 6:09 PM
To: 'tamurphy@gov.bm'; 'foxkat21@yahoo.com'
Cc: Sturgis, Ingrid

I have an idea about sharing the training materials. Instead of killing a bunch of trees by copying all of the materials, we could develop a google doc and use the ppt. Then the participants could bring their laptops and type notes instead of hand writing everything. Then if they want to share something they can just share the doc. you also don't have to put together the notebooks. We also have greater flexibility to change and items without making copies etc.

Call or email me with your thoughts. 2025369906 is my cell.

From: Murphy, Terlena A.
To: Ford, Rochelle
Sent: Wed Jun 09 10:19:53 2010
Subject: RE: Training for Dept. of Communicaton and Information

I added more in Blue.

Terlena Murphy

From: Ford, Rochelle [mailto:rocford@Howard.edu]
Sent: Wednesday, June 09, 2010 11:16 AM
To: Murphy, Terlena A.
Subject: RE: Training for Dept. of Communicaton and Information

Thank you, I got these answers yesterday. Just need to know the travel details (hotel, air).

Dr. Rochelle Larkin Ford, APR
Associate Dean of Research and Academic Affairs
John H. Johnson School of Communications
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Washington, DC 20059
202-806-6528 (direct line) 202-232-8040 (fax)
rocford@howard.edu

From: Murphy, Terlena A. [mailto:tamurphy@gov.bm]
Sent: Wednesday, June 09, 2010 10:16 AM
To: Ford, Rochelle
Cc: balottimore@gov.bm
Subject: FW: Training for Dept. of Communicaton and Information

Terlena Murphy



Department of Communication and Information

Subject: Responses in preparation for Social Media and Speech Writing Training

Dear Ms. Lottimore and Ms. Murphy,

Time certainly does fly by quickly, and Professor Sturgis and I are hard at work preparing for your training later in the month. I have several questions that would be helpful in delivering a personalized training for your team. We can set up a time to discuss these questions or you can simply reply in text to this email. The first set are probably for Ms. Lottimore; the others may need to be answered by Ms. Murphy.

- Which websites for Bermuda does DCI maintain/manage?
 - www.dci.gov.bm; www.emo.gov.bm; www.royalvisit.gov.bm
 - At the moment there is no real management of the sites. We created them but are currently in the process of hiring an IT person to manage them.
- How do you currently track traffic for these websites, if at all? **Not at all.**
- What is the average traffic to each of those websites, if you track it? **N/A**
- Your video states that your DCI team can assist with YouTube, Facebook and My Space:
 - What have you done with those if anything? **Have only set up a group location on Facebook**
 - What have you been asked to do? **Nothing; it would be our initiative to expand communication vehicles**
 - What challenges have you faced in trying to communicate using those media?
- What are you currently doing to use mobile technology to communicate with audiences? **Nothing.**
- What government restrictions if any do you have regarding social media, websites, emails and other forms of new media?
Currently working with government IT to set up an alternate area for DCI that would release us from the restrictions in place. Challenging to find sites that might be useful for us.

To what extent is the government open and share documents, policies, procedures, etc.?
Not quite sure what is being asked here.
- What is the social media policy for employees? For example, can DCI or other Bermuda government employees Tweet, blog or otherwise use social media on Bermuda or topics of interest to the government of Bermuda?
Departments within the Government system cannot. DCI is the hub for this type of communication and is free to do so.
- What national government is most similar to yours, particularly so that we can make comparisons to their social and on-line media presence?
Comparisons can be made with a number of nations. Bermuda is governed somewhat like the islands of the Caribbean because of our size and location. Cayman might be one to look at. Having said this, however, our Parliamentary processes are like that of Great Britain, so the British Government might be useful.
- What are the challenges you are facing with speech writing?
Our biggest challenge, off course, is with the person delivering the speech and a lack of preparation there. :o)
However, I think language, outside of the primary content for the speech, that sometimes brings a speech alive and the kind of research and analysis that language can be challenging.
To quote or not to quote?
The art of taking a written speech and breaking it down into key messages and/or sound-bites that would benefit the speech giver. A look at the different types of speeches and the approaches to them to address our writing for 10 different Ministries from Labour to the Prime Minister is involved for each.
- Who do you normally write speeches for and what type of speeches do you write?
Partially answered this above. Have attached the Government organization chart which shows the Ministries for which we write.
- What are the major objectives you see for the speech writing session?
Response to question #9 would be my answer for this.
- If we were to do some exercises/case studies for your team to solve, what kind of topics would you like us to focus our attention? For example, an exercise that would be fictitious crisis situation where your team would need to develop a media plan including traditional and social media messages for "dissemination." to develop a speech or statement "to be released." and a plan to evaluate the social and new media messages.
really tackled.

Finally some logistical issues...

- Have our travel arrangements been made? Airline flights on Monday, June 21 and returning on Friday, June 25. If possible can we arrive in Bermuda that we can relax, prepare for the training (view the training room(s)). Then we can depart on a late flight so that we might be able to see the island before we leave. Note that I (Dr. Ford) would like to leave from Baltimore-Washington International airport if possible. More than likely Professor Sturgis will leave from New York City/Newark, NJ airport. **In Progress.**
- Where will we be staying? **In Progress.** How will we get to and from the airport? **Someone will be at the airport to pick you up. We will provide name of person for whom you should ask prior to your departure. and you cannot enter the island without them. Will provide name of person for whom you should ask prior to your departure.**
- Can we have the following available for our training sessions: a LCD projector and screen, a white board, and a "Post-It Note" flip chart?
As I mentioned to you on the phone recently, we have smart boards and flip charts for your disposal
- What were the hours of the training supposed to be? Professor Sturgis and I thought that we would begin at 9 AM each morning, break for an hour, and conclude at 4 PM? Will that schedule work for you? **9.00 am – 4.45 pm**
We normally start our sessions at 9 a.m. with two scheduled breaks – one a.m. and one p.m. (approximately 10:15 am and 1:15 pm) at your discretion. Lunch is an hour and fifteen minutes – at your discretion; depending on the pace of the course (suggesting 12:15 pm to 1:15 pm)
- We will need access to a computer lab, or have participants use laptops during Wednesday (writing for the media) and Thursday (speech writing).
laptops.
- How many people will participate? What are their names and titles?
 - Beverle Morfitt Assistant Director, Public Affairs
 - Nea Talbot; Senior Public Affairs Officer
 - Magnus Henagulph; Public Affairs Officer
 - Robin Holder; Public Affairs Officer