

Communications Workshop

November 13, 2024 | Municipal Association of SC, 1411 Gervais St., Columbia

9:00 – 9:30 a.m.

Badge Pickup

9:30 a.m.

Welcome

9:30 – 10:30 a.m.

Releasing Police Department Information

Panelists:

Veronica Hill, Public Affairs Specialist, U.S. Attorney's Office for the District of South Carolina

Capt. Adam Myrick, Public Information Officer, Lexington County Sheriff's Department

Jennifer Timmons, Public Information Officer, Columbia Police Department

Releasing crime reports and other police department information means that public information officers and other officials will need to follow the law, address privacy concerns, and do it all under time constraints and pressure from news media. Hear about best practices and pitfalls to avoid from those who handle this information releases regularly.

10:30 – 11:15 a.m.

SC Freedom of Information Act Basics

Eric Shytle, General Counsel, Municipal Association of SC

The South Carolina Freedom of Information Act governs many aspects of how local governments manage and release their records, and communicate information about public meetings. Learn some of the most important FOIA issues to consider and problems to avoid.

11:15 – 11:30 a.m.

Break

11:30 a.m. – 12:15 p.m.

Communicating Economic Development, Annexation

Panelists:

Lynsey Baker, Public Information Officer, City of Forest Acres

Ayla Fitzpatrick, Community and Media Outreach Coordinator, City of Greer

Loren Thomas, Multimedia Manager, City of Greenville

Economic development efforts — city projects, public/private partnerships, new business recruitment and even issues involving annexation, are some of the topics that attract the most attention of the messaging coming from a municipality. Hear from several professionals about their experiences with these topics.

12:15 – 1:00 p.m.

Lunch (provided)

1:00 – 2:00 p.m.

AI: Risks and Rewards

Kevin Benson, Director of Applications Development, VC3

Artificial intelligence has quickly become commonplace in most facets of professional and personal life. Learn how AI is impacting local governments, how best to use it and what parameters and policies should be in place.

2:00 – 2:30 p.m.

Open Forum for Sharing Successes and Asking Questions

Registration Information

Online registration is available at www.masc.sc. The registration fee is \$50. Online registrations must be paid by Visa or MasterCard. **The registration deadline is Wednesday, October 30, at 5 p.m.** Cancellations must be received by 5 p.m. on October 30. Refunds will not be given after this date.

Note: Registration for this session is limited to 50 participants. Preregistration is required. Onsite registration will not be available.

Meeting Location

Municipal Association of SC, 1411 Gervais St., Columbia. [See map.](#)

Parking: Visitors may park in the visitor's parking lot on Bull Street or in the parking garage on floors 4 – 7.

For more information, contact Russell Cox at rcox@masc.sc or 803.933.1206.

