International Finishing Trades Institute (iFTI)

FTI 1220 Communications and Digital Media

Course Information

Course Hours: 40

Course Description: For the IUPAT, an aggressive public relations strategy is not an option; it is a mandate. From organizing to political action to gaining new work for our members, building positive support from the public is vital to the future of the IUPAT. A positive public image can translate into more work, more organizing victories, and a better relationship with elected officials. Implementing a comprehensive media strategy is important to effectively communicate with our members, customers, and communities and build a positive image for the IUPAT and the labor movement. The information in this course is designed to help IUPAT, BM/ST's, staff, and members develop their own communications program and get started on crafting a pro-worker message to grow our membership and win the online and offline battle for public opinion.

Course Objectives:

- Develop a media/marketing plan.
- Talk to the press.
- Organize and advertise a press event.
- Build a digital toolkit.

Prerequisite/s: None

Instructor

Course Lead: Gregory Raftery
Resume Link: https://iftilms.org/faculty/greg-raftery/

Policies and Procedures

COE Accreditation

The International Finishing Trades Institute (iFTI) is accredited by the Commission of the Council on Occupational Education (COE) and is entitled to the recognition and associated privileges of this designation. Accreditation is a status granted to an educational institution or program that has been found to meet or exceed stated criteria of educational quality and student achievement. Accreditation by COE is viewed as a nationally-honored seal of excellence for occupational education institutions and denotes honesty and integrity.

iFTI Course Catalog

For a complete list of iFTI course offerings, please refer to the iFTI Course Catalog.

Diversity Statement
The iFTI champions [diversity in the workplace](#) and committed in building an inclusive culture. We believe that every person, regardless of attributes such as race, gender or sexual orientation, has an equal opportunity to find employment based on merit or while in training or the workplace. Although our union is more diverse than ever, we still have so much work to do.

Policies and Procedures
The campus policies and procedures are found in the [Student Handbook](#).

Travel and Lodging Reservations
Upon the receipt of the final class registration confirmation and course schedule, you will be advised to call Metropolitan Travel Service to obtain the best coach fare ticket. No air travel costs will be reimbursed if not made through Metropolitan Travel.

If you will be driving to the event, send your anticipated arrival and departure dates and times, so appropriate hotel reservations can be made. Hotel reservations will be made on your behalf after the iFTI receives your final travel itinerary.

Travel and lodging reservations will be direct billed to the iFTI. If regionally appropriate for you to drive your vehicle, the iFTI will reimburse mileage at $.30/mile (not to exceed the lowest 30-day advance airfare, or the shortest route as determined by Google Maps). iFTI is not financially responsible for any costs associated with travel, lodging, meals or incidentals for accompanying guest(s).

In the event you must cancel, the iFTI and Metropolitan Travel Service must be notified within 7 days of the travel date or the District Council/Local Union will be responsible for any cancellation fees.

Dress Code
The dress code for iFTI classes in Hanover, Maryland is casual. Clothing should be neat, clean, and well-kept. Please no shorts, flip flops, sleeveless shirts, worn tennis shoes, sweatpants, sweatshirts, jeans with holes, rips, tears or any clothing that contains inappropriate language or that could be offensive. If you will be delivering a presentation / teach back, please dress in a professional manner.

Please call the iFTI at 410.564.5850 with any questions or concerns.