



Media Training Agenda

September 24, 2025 | 8:30 AM – 4:00 PM
 The California Endowment | 2000 Franklin St., Oakland, CA
 2nd Floor, Eastmont Room

Time	Topic	Presenter
8:30 AM	Welcome	
8:45 AM (15 mins)	Introductions, Goals, and Overview of Day	Mike Miller & Muriel Bañares, Brown-Miller Communications
9:00 AM (50 mins)	<ul style="list-style-type: none"> Successful communication in today's 24/7 news cycle with a shrinking media world Demystifying today's media 	BMC w/ Provider Participation
9:50 AM (10 mins)	Break	BMC w/ Provider Participation
10:00 AM (60 mins)	Message Development & Critique Lecture, writing exercise and critique	Select Participants Critiqued by BMC
11:00 AM (90 mins)	<ul style="list-style-type: none"> Lunch Break (provided) Concurrent taping of participant interviews (everyone interviewed on tape w/a selected few for a live critique) 	Fellows Taping by BMC
12:30 PM (60 mins)	Interview Critiques (selected Fellows)	BMC
1:30 PM (60 mins)	<ul style="list-style-type: none"> Interview dos and don'ts What makes a good media interview 	BMC
2:30 PM (90 mins)	Live Interviews & Critiques (selected Fellows)	BMC & Providers
4:00 PM (30 mins)	Next Steps, Closing Remarks & Evaluation	BMC & CPF Team