

CHAMPION PROVIDER FELLOWSHIP

Media Training Agenda

October 22, 2019

The California Endowment

2000 Franklin St., Oakland, CA, Eastmont Room

Time	Topic	Presenter
8:30 a.m.	Registration	
9 a.m.	Welcome, Introductions & Goals	Wagahta Semere, MD, MHS University of California, San Francisco Mike Miller & Paula Hamilton Brown-Miller Communications
9:20 a.m.	Overview what it takes to successfully communicate in today's 24/7 news cycle with a shrinking media world Demystifying Today's Media	BMC w/ Provider Participation
10:30 a.m.	Break	
10:45 a.m.	Message Development & Critique	Participants w/ Critique by BMC
Noon	Lunch Break Tape Mock Interviews w/2 Providers	Participants
1 p.m.	Critique of (2) Taped Interviews	BMC
1:45 p.m.	Interview Dos & Don'ts Tips for Avoiding Common Pitfalls Review of what makes a good media interview	BMC
2 p.m.	Live Interviews & Critiques	BMC & Providers
3:30 p.m.	Summary & Closing Remarks	BMC
3:45 p.m.	Evaluation & Adjourn	

