



**DELIVERING CHANGE THAT MATTERS**

Four-time recipient of the nation's highest Public Relations honor, the Silver Anvil

## Media Training Agenda

April 21, 2022 | 8:30a-3:30p

The California Endowment | 2000 Franklin St., Oakland, CA

2<sup>nd</sup> Floor, Eastmont Room

Day-of Contact: Nancy Ma (510) 828-8676

WiFi Network: *TCEGUEST*

Time	Topic	Presenter
8:30am	Welcome	
8:45a (15 mins)	Introductions & Goals	Mike Miller & Muriel Bañares, Brown-Miller Communications
9am (50 mins)	<ul style="list-style-type: none"> <li>Successful communication in today's 24/7 news cycle with a shrinking media world</li> <li>Demystifying today's media</li> </ul>	BMC w/ Provider Participation
9:50am (10 mins)	Break	BMC w/ Provider Participation
10am (90 mins)	Message Development & Critique	Participants; Critique by BMC
11:30am (60 mins)	<ul style="list-style-type: none"> <li>Lunch Break</li> <li>Concurrent taping of participant interviews</li> </ul>	Participants; Taping by BMC
12:30pm (45 mins)	Interview Critiques	BMC
1:15pm (90 mins)	<ul style="list-style-type: none"> <li>Interview dos and don'ts</li> <li>what makes a good media interview</li> </ul>	BMC
2:45pm (30 mins)	Live Interviews & Critiques	BMC & Providers
3:15pm (15 mins)	Closing Remarks & Evaluation	BMC