



Media Training

September 11, 2018

The California Endowment, 2000 Franklin St., Oakland, CA, Lake Merritt Room

Agenda

Time	Topic	Presenter
10 a.m.	Welcome, introductions and goals for the day	BMC
10:05 a.m.	Overview of what it takes to successfully communicate in today's 24/7 news cycle with a shrinking media world	BMC with provider participation
10:20 a.m.	What are the media's expectations of a provider?	BMC with provider participation
11:00 a.m.	Message development and critique	Participants Critique by BMC
Noon	Lunch Break concurrently with taped interviews with two participants	Participants
1 p.m.	Critique of the two taped interviews	Critique by BMC
1:45 p.m.	Interview dos and don'ts and other tips for avoiding common pitfalls and review of what makes a good media interview	BMC
2 p.m.	Live interviews and critique with three providers	BMC
2:45 p.m.	Class Activity: Practice interviews Group Critiques	Participants in pairs BMC facilitates critiques
3:30 p.m.	Summary and closing remarks	BMC
3:45 p.m.	Evaluation and adjourn	