



Media Training Agenda

September 19, 2023 | 8:30 AM – 5 PM

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

2nd Floor, Eastmont Room

Time	Topic	Presenter
8:30am	Welcome	
8:45a (15 mins)	Introductions, Goals and Overview of Day	Mike Miller & Muriel Bañares, Brown-Miller Communications
9am (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
9:50am (10 mins)	Break	BMC w/ Provider Participation
10am (90 mins)	Message Development & Critique Lecture, writing exercise and critique	Select Participants Critiqued by BMC
11:00am (90 mins)	<ul style="list-style-type: none">• Lunch Break• CDPH ReThink Your Drink Campaign• Concurrent taping of participant interviews (everyone interviewed on tape w/a selected few for a live critique)	Asbury Jones Fellows Taping by BMC
12:30pm (60 mins)	Interview Critiques (selected Fellows)	BMC
1:30pm (60 mins)	<ul style="list-style-type: none">• Interview dos and don'ts• What makes a good media interview	BMC
2:30pm (90 mins)	Live Interviews & Critiques (selected Fellows)	BMC & Providers
4:30pm (30 mins)	Next Steps, Closing Remarks & Evaluation	BMC & CPF Team