

CIRP Media Training Agendas

Effective communication in public health has never been more important. In today's crowded media climate, it can be challenging to break through to the audience you are trying to reach. Come learn the skills you need to share research, promote programs, and create safer, healthier communities through the media and social media.

Media 101: Beginner's Guide to Working with the Media

Welcome & Introductions	Setting up Your Office for Success	Dates offered:
Knowing Your Audience	Contacting/Working with the Media	March 9: 8:30 a.m. to 12:30 p.m.
Creating an Outreach Plan	Presentations	March 25: 1 p.m. to 5 p.m.
Crafting the Message	Closing & Evaluation	July 13: 1 p.m. to 5 p.m.

Media 201: Mastering Your Messaging & Owning Your Interview

Welcome & Introductions	Interview Protocol & Types	Dates offered:
Mastering Your Messaging	Interview Prep & Examples	April 13: 8:30 a.m. to 12:30 p.m.
Press Releases & Pitching	Interview Practice	April 29: 1 p.m. to 5 p.m.
Creating Collateral Materials	Interview Feedback	July 14: 1 p.m. to 5 p.m.
Setting up an Outreach Strategy	Closing & Evaluation	

Social Media: Public Health in the Digital Age

Welcome, Introductions, Logistics	Developing Content	Dates offered:
Social media basics	Questions & Discussion	May 11: 8:30 a.m. to 12:30 p.m.
Channels	Closing & Evaluation	May 21: 1 p.m. to 5 p.m.
Staffing, Software, Policies, Goals		July 15: 1 p.m. to 5 p.m.

Each training is a one-day, four-hour online workshop.

Discounts available for attending multiple trainings. CHES credits available for some trainings.

See nationwidechildrens.org/CIRP-Media-Workshop for details and to register.