

Agenda

August 24, 2011

Crowne Plaza Hotel, Little Rock

- I. Welcome – Xavier Heard (9 a.m.)
- II. Introduction of CJRW and MISRGO staff – Miriam Karanja (9:10 a.m.)
- III. Skills Assessment Survey (9:15 a.m.)
- IV. Important Resources for Effective Communications (9:45 a.m.)
- V. How to Write a Press Release (10:15 a.m.)
- VI. Best Practices for Working with the Media (11 a.m.)
- VII. Lunch (12 p.m.)
- VIII. How to Host a News Conference (1 p.m.)
- IX. Preparation for On-Camera Interviews (1:30 p.m.)
- X. Complementing Earned Media Efforts (2:30 p.m.)
- XI. The Importance of Marketing in Tobacco Control (3 p.m.)
- XII. Evaluation (3:30 p.m.)

Registration: http://surveymonkey.com/tpcp_media_training_workshop