



Media and Spokesperson Training Opportunity

Preparing for press conferences during public health events

Arbovirus activity is really heating up this year!

Be prepared for those phone calls and the television cameras setting up in the parking lot outside the mosquito commission.

It is Friday afternoon and the state offices are closed after releasing news of a confirmed CHIKV outbreak in your county.

The Press knows you are in the office and there is a crisis going on out there – what are you doing about it? and what can the public do to protect themselves?

Date: August 29th, 2012

Time: 9:15 AM – 3:00 PM

Place: Hunterdon County Division of Health, 314 State Route 12, Bldg. 1 Flemington, NJ 08822-4102

Why participate in this training: *Managing your message during a public health event is a critical skill which requires practice in front of the camera. Take advantage of this free NJDOHSS training opportunity and be prepared for that interview.*

Topics:

- *Risk communication strategies*
- *Challenges for the spokesperson during a crisis*
- *Demonstration of risk communication skills during a press event*
- *Analyze messages delivered.*

Goal: *Foster and build on risk communication skills for public health officials through an interactive day of training.*

TO REGISTER:

- 1) Sign up for an NJLMN account @ <https://njlmn.rutgers.edu>
- 2) Send an e-mail to: **Darlene Andes** dandes@co.hunterdon.nj.us and **Scott Crans** sccrans@rutgers.edu confirming your attendance.

Sign up **ASAP to reserve your seat.**

Media and Spokesperson Training

<i>First Name:</i>	<i>Last Name</i>	<i>Title:</i>



Agenda

- 9:30-11am: Welcome, introductions, general housekeeping, risk communication overview, spokesperson review and video clips
- 11-12pm: Group preparation, spokesperson and preparation team reporters
- 12-1pm Lunch on your own
- 1-1:45pm Press conference and spokesperson interviews
- 1:45-2:50 Video critique, review and group discussion
- 2:50-3pm Evaluation