



## ***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 29<sup>th</sup>, 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 and e-mail to: **Darlene Andes** [dandes@co.hunterdon.nj.us](mailto:dandes@co.hunterdon.nj.us) and **Scott Crans** [sccrans@rutgers.edu](mailto:sccrans@rutgers.edu) confirming your attendance.

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

## Media and Spokesperson Training

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



### 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