

Media 101: Getting Your Message to the Public on a Shoestring Budget



The workshop presenters have been featured in media outlets around the world and have created local and national outreach campaigns. Their expertise includes behind-the-scenes media planning, on-air interviews, and working with reporters.

Why attend?

Let the media experts at the Center for Injury Research and Policy at Nationwide Children's Hospital show you:

- How to make your message newsworthy
- How to make your message attractive to a media outlet
- How to work with the media
- How to connect with the audience you want
- How to create an outreach plan

Who should attend?

This workshop is designed for public health professionals who are new to developing or managing media outreach plans.

Event details

When: March 2, 2018
8:00 a.m. to 4:30 p.m.

Where: Nationwide Children's Hospital
Research Building III
1st floor, room WB1110
575 Children's Crossroad
Columbus, OH 43215

6 Hours Category I CHES credits available

Cost: \$50

Attendance will be limited to 40 participants.

More Info & Questions:

nationwidechildrens.org/CIRP-Media-Workshop

or email: Laura.Dattner@NationwideChildrens.org