

CONTRA COSTA PUBLIC INFORMATION NETWORK

Working with the Media: Tips and On-Camera Practice

Presented by Carol Ivy, award-winning ABC correspondent and media training consultant

Learn how to work with the media and use the best tactics to deliver your messages, while avoiding common media relations pitfalls.

Session will include numerous video clips of interviews and press conferences with leaders and spokespersons that illustrate how to work effectively with the media, and on-camera practice opportunities.

Join us for this “nuts and bolts” interactive workshop.

Join CCPIN on Facebook.com to network, share best practices and keep up to date on training opportunities:

<http://www.facebook.com/group.php?gid=86376239777>

Friday, June 26, 2009, 9:00 a.m. – noon

Contra Costa County Office of Education Board Room

77 Santa Barbara Road, Pleasant Hill

For a map and driving directions, visit <http://www.cccoe.k12.ca.us/about/cccoemap.html>

Space is limited! Please RSVP by Friday June 19 to Peggy Marshburn at (925) 942-3420 or e-mail pmarshburn@cccoe.k12.ca.us or FAX (925) 942-3454

Next meeting: October 29, 2009 10:00 a.m. - noon.

In the News: Two Case Studies

Special guest speaker Linton Johnson, Chief Spokesperson for BART, will share his insights and learnings on crisis communications and new media as a result of the New Years Day BART shooting.

Swine Flu: School Closures and more, Kate Fowlie and Peggy Marshburn

The Contra Costa Public Information Network is sponsored by the Contra Costa County Office of Education, Contra Costa Health Services and CAPIO (California Association of Public Information Officials)

