

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: July 13, 8:00 a.m. to 4:30 p.m.
(Registration 8:00 to 8:45 a.m.)

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

How to register:

- For registration details visit nationwidechildrens.org/CIRP-Media-Workshop.
- Attendance is limited to 40 participants so sign up today.
- Cost is \$50



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When your child needs a hospital, everything matters.SM