Day 2

*Communication Fundamentals: Creating News that Reaches Target Audiences, Applying it All*

September 25, 2013
9 a.m. – 3:30 p.m.
Sierra Health Foundation
1321 Garden Highway, Sacramento, CA 95833

This training is being conducted by CDC Communications Consultants
(FHI 360 and Berkeley Media Studies Group (BMSG))

Training Objectives:
- Recognize and understand what makes a story newsworthy
- Understand the needs of the news media
- Learn how to use messages and story elements to frame goals for reporters
- Prepare to create news that advances your overall program, strategy, and communication goals

8:30 a.m.  Check in

9 a.m.  Welcome and Overview — FHI 360 and BMSG
*Getting Attention for Your Issues and Points of View*
*Assess Your Communication Capacity activity*

*Opportunities to Create News — BMSG*
*Letters to the Editor activity to learn about news hooks, piggy backing, editorial strategies, and ads*

10:30 a.m.  Using Story Elements — BMSG
*Story Elements Brainstorm activity*

*Reaching Out to Reporters — BMSG*
*Making the Pitch activity*

12 p.m.  Lunch

1 p.m.  Maximizing Communications with Social Media — FHI 360
*Practice smart social media, identifying effective platforms and uses*

2 p.m.  Taking Communication Efforts to the Next Level — FHI 360
*Applying concepts learned at this training, participants will break into groups by discipline and do communication planning. Learn strategies for communication to specific populations and how to leverage partnerships.*

3:15 p.m.  Review and Closing

(There will be one 10-minute break during the day.)

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