



Media Training

While you might not have the same television aspirations as Dr. Sunjay Gupta or Dr. Oz, you may be interested in occasionally working with the media to help educate parents on health topics or share exciting developments occurring within your division. Whether it's an interview with the local print paper or a national broadcast station, CHOC's public relations department can help prepare you with its media training program. By taking the program, which can be modified to a one-hour format, participants learn the following:

- Developing the news hook – how to catch a reporter's attention in today's competitive environment and changing media landscape
- Creating key messages - and understanding the art of bridging
- Giving great interviews – TV, print and radio

To learn more or schedule training, contact pr@chocchildrens.org or call CHOC'S Director of Public Relations Denise Almazan at 714-509-8680.