

Train Your Media Spokespersons



Tuesday
September 15, 2020
12 pm – 1 pm PST

Open to the public

Cost: \$10 members
\$15 non-members

Register and pay [here](#)

Questions? Contact Mike
at mike@tricitiepr.com

Those who represent your organization in news media interactions must be effective and proactive.

In this one-hour webinar with Q&A, Mike and Stephanie will discuss how you can:

- Conduct in-house media training on a limited budget.
- Plan media training. (Handy checklists and reference materials are provided.)
- Prepare trainees for the media environment.
- Conduct mock interviews.
- Do all of these things virtually, while maintaining social distancing.



Mike Paoli is an award-winning executive media trainer with expertise in crisis communications. A former military journalist, he has led PR efforts for the Pentagon, Energy Northwest, and now, as the CEO of his own business, Tri-Cities Public Relations.



For more than 15 years, **Stephanie Hartwig** has provided strategy, marketing insights, and media training for local and national customers in technology, healthcare, and human services. She is a Senior Advisor at Grayscale LLC Consulting.

Mid-Columbia Chapter

