



Managing the Message: Media Strategy and Crisis Communications in Medicine and Public Health

Target Audience: Physicians. Senior Leaders, managers, emergency management officers, and communication officers from hospitals, healthcare, public health, and public safety organizations will also benefit from this educational offering.

November 15, 2006
Roanoke Airport Holiday Inn
9 a.m. – 5 p.m.

Description: Referencing numerous high profile events, course participants will be able to:

- Identify pre-crisis planning strategies and organizational structure
- Critique message development during a news story or crisis
- Report press conference logistics
- Demonstrate interview strategies and media training tips
- Justify optimizing an organization's website as a media relations tool

Presenter: Richard Sheehe, Director of Media Relations
The George Washington University Medical Center, Washington DC

A former broadcast news correspondent and anchor, Mr. Sheehe has become an authority on media strategy, crisis communications and media training, particularly within the medical, public health and emergency preparedness and response fields. He is Director of Media Relations and Adjunct Assistant Professor of Health Care Sciences, Crisis and Emergency Risk Communication at The George Washington University Medical Center and a former communications strategy consultant and media trainer for the National Headquarters of the American Red Cross.



CEC: This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Medical Society of Virginia through joint sponsorship of Carilion Health System CME Program and Carilion Medical Center Emergency Management and Safety. Carilion Health System CME Program is accredited by the Medical Society of Virginia to provide continuing medical education for physicians. Carilion Health System CME Program designates this education activity for a maximum of 6.5 *AMA PRA Category 1 Credit(s)*™. Physicians should only claim credit commensurate with the extent of their participation in the activity.

Registration: Contact: Carilion Direct
1-800-422-8482

This course is limited to the first 100 applicants.

The Roanoke Airport Holiday Inn is holding a block of rooms for a limited time. For information on discount and registration, please contact the hotel directly by calling (540) 362-4500 and mention the Carilion Group program.

Additional Information: Roger Glick, CMC Emergency Management & Safety Officer
rglick@carilion.com
540-853-0573

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