



DEALING EFFECTIVELY WITH THE MEDIA

FEBRUARY 11, 2009

Who Should Attend? Anyone interested in learning how to work effectively with the media. This workshop will provide participants the fundamental tools needed to work with the media professionally and productively.

Workshop Objectives

- To provide practical tips on what to do and not to do when talking with a member of the media
- To show how to effectively get your message across during an interview
- To give participants confidence in their ability to keep calm under pressure
- To provide an opportunity to participate in mock interviews based on real life scenarios

DATE:	February 11, 2009	COST:	\$40 (Checks payable to NCDOT LMDA) **Supervisory approval needed for reimbursement**
TIME:	8:30am-12:30pm	FACILITATOR:	Ernie Seneca and Nicole Burris, NCDOT Communications Office
LOCATION:	NCDOT Training & Development 313 Chapanoke Road Suite 201, Room 205	ADDITIONAL BENEFITS:	- 25% Discount on next year's membership dues - 3.5 PDH



HOW TO REGISTER

Contact **STEVE BROWN** no later than **JANUARY 28, 2009**, using one of the following methods:

- EMAIL: slbrown@ncdot.gov
 FAX: 919.733.9794
 MAIL: NCDOT LMDA
 Attn: Steve Brown
 P.O. Box 25039
 Raleigh, NC 27611-5039

Seats are limited to 15
 Refreshments and textbook will be provided

Note: If needed, the NCDOT Vendor Number for LMDA is 38661

Questions? Contact Steve Brown at 733-7844 ext. 235

For additional Professional Development Opportunities check our website www.ncdot.org/lmda

ENROLLMENT FORM FOR DEALING EFFECTIVELY WITH THE MEDIA, FEBRUARY 11, 2009			
Name:		NCDOT Personnel Number:	
Dept/Section:		PE Number:	
Address:		Phone:	
City:	ZIP:	Email:	