CLIMATE MEDIA CENTRE

CPP Summit Media Spokesperson Training

2:00 – 5:30pm, Wednesday 18th October 2018
The Pavilion Kiama

This afternoon session for Mayors, elected representatives and delegated media spokes-people will assist in messaging for media opportunities including:

- Policy or strategy launches
- Responding to climate disruption (eg extreme weather events)
- Climate solutions & new initiatives

Prospective delegates will be asked to complete a pre-training survey outlining your previous experience to help with the session planning. Preference will be given to less experienced media performers or under-resourced councils.

RSVP to info@cppsummit.org.au

PROPOSED AGENDA

2:00-2:15pm	Welcome and introductions
2:15-2:45pm	How to communicate climate change Media 101
2:45-3.10pm	Team exercise - Key Messages
3.10-3:30pm	*Afternoon tea*
3:30 – 4:45pm	Individual interviewing practice
4:45pm	Group de-brief & wrap-up
5:30pm	Close

About the workshop leader

The Climate Media Centre is a not-for-profit PR agency and spokesperson bureau which trains everyday Australians feeling and seeing the impacts of climate change to be media spokespeople including farmers, fire fighters, and doctors.

The Climate Media Centre has provided tailored training to hundreds of climate change communicators across Australia and generates more than 6,000 media items a year.