As you leave work, you are greeted by a reporter with a microphone asking you to comment on the use of live animals in teaching and research...or perhaps about a recent exposure in a laboratory. What do you do? What do you say?

Join us for this informative and interactive session! Faculty, staff, and students are invited to attend.

Friday, August 1
8 am – 4 pm (lunch provided)
Classroom 5 VMTH

Learn the basics of how to respond to media inquiries, take control of the interview, be proactive versus reactive, craft your message to include key points, and work cooperatively with the media to make sure your messages come across the way they were intended.

In today’s world, communication skills are critical for every executive and professional. Savvy communication skills can help educate the public and build a practice. This seven-hour workshop will give you deep and experienced insight into how to work with all types of media and how to respond to a crisis or controversial subject when the media takes you by surprise.

RSVP by July 29 to the Public Relations Office at http://tx.ag/Aug1Training. You may also reply via email to mpalsa@cvm.tamu.edu or by calling 862-4216.

About Our Speaker

Jim Humphries, DVM, is the most experienced veterinary medical journalist in the country! For more than two decades, Dr. Humphries has appeared on practically every popular local and national radio and television program in America. He has acted as spokesperson for the giants in the animal health industry and is a highly popular speaker at state and national meetings in the areas of media communications, using the media for publicity and promotion, crisis communications, and using media interview techniques for client communications. Jim has been called “one of the best media trainers in America today!”