



Nicklaus Children's Hospital

Faculty Development Series



Live In-Person Event

Thursday, October 20, 2022 | 12:00 p.m.– 1:30 p.m. | Admin Board Room – Blue Garage



AAP 2022 Media Visiting Professorship Media Training: Getting Your Message Out, Strategies for Effective Messaging

Lunch will be provided



Corinn Cross, MD, FAAP
2022 AAP Media Visiting Professor
Attending Physician, Children's Hospital of
Los Angeles (CHLA)
Los Angeles, California



Objectives:

At the conclusion of this presentation, attendees are expected to:

1. Handle a reporter who is pushing a narrative, avoid pitfalls of being misquoted, pivot when asked a leading or controversial question
2. Give a live interview and drive the conversation to get your top points across
3. Work with the press, provide talking points, pitch a story, and respond to a crisis



To claim CME credits for this session please visit cme.nicklauschildrens.org/fd2022



Accreditation Statement: Nicklaus Children's Hospital is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.
Designation Statement: Nicklaus Children's Hospital designates this live activity for a maximum of 1.5 AMA PRA Category 1 Credit(s)TM. Physicians should only claim credit commensurate with the extent of their participation in the activity.

Faculty/Planner Disclosure Policy: In accordance with the Accreditation Council for Continuing Medical Education's Standards for Integrity and Independence, all planners, teachers, and authors involved in the development of CME content are required to disclose to the accredited provider their relevant financial relationships. Relevant financial relationships will be disclosed to the activity audience.
Commercial Support Disclosure: No Commercial Support was received for this activity. The Planning Committee and Staff have no conflicts of interest to declare.

Who Should Attend?

- Teaching Faculty
- Current and Prospective GME Program Directors
- Faculty interested in learning more about talking to the media