MedEd
Nicklaus Children's Hospital

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Faculty Development Series

Live In-Person Event

FD MEETS REQUIREMENT · Faculty Development

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

iLearn

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

Who Should Attend?

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