Media Training: What’s the Story Here?
Moderator: Conne Ward-Cameron, National Center on Birth Defects and Developmental Disabilities, Centers for Disease Control and Prevention, Atlanta, GA

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You can never have too much media training, and since we are anticipating a lot of publications to continue to be written with NBDPS and other data, we thought it might be useful to have a brief overview of do’s and don’ts illustrated by real life examples. NCBDDD’s media expert Conne Ward-Cameron will facilitate a session combining a mock interview with general pointers on how to get the media to print the message you want to get out. Topics covered will include:

- When to start preparing
- What are your communication objectives
- What is your main message
- How to develop talking points
- Preparing for specific questions
- Interview techniques

We will use the paper by Cheryl Broussard et al. on maternal treatment with opioid analgesics as the example for the media training. We will focus on phone interviews, since that is the most common way interviews pertaining to the NBDPS have been conducted.