

GREATER BOSTON PSR MEDIA TRAINING



WHAT:

Greater Boston PSR has an opportunity for volunteers and staff to receive free media training provided by the strategic communications firm Sunstone Strategies. While this training will use gas stove pollution as an example, it is designed for health advocates and professionals to improve their skills speaking to media and all types of audiences.

WHEN & WHERE:

FEBRUARY 15th, 7:00 - 8:30 PM (ET)

Zoom

INTERESTED?

1. Fill out the form at this link:
<https://forms.gle/S3kfCiBETbHTBVyL7>
2. Watch the PSR CME- and CEU-accredited webinar entitled Cooking With Gas: Health Harms from Gas Stoves & engage with the resources & materials on this web page:
rb.gy/mwoahm
3. Complete these steps by Monday, February 6th.
4. Feel free to reach out to the Sunstone team if you have any questions via email:
Mamelang Memela
(mamelang@sunstonestrategies.org) & Allison MacMunn (allison@sunstonestrategies.org).

The training will include:

- The basics about working with the media
- Tips for a successful interview, whether print, broadcast, radio
- How to frame your story to uplift the message you want to resonate with audiences
- Building your skills with mock interviews

WHY:

Media training can help refine communication skills for not only media interviews but also for presentations, panel discussions, speaking engagements and other uses in your personal and professional lives. After completing the training, you will be equipped to speak to the media about gas stove pollution and apply these skills to other topics.

ABOUT SUNSTONE STRATEGIES

Based in Oakland, California, Sunstone Strategies is a strategic communications firm focused on equitable climate solutions. The media training will be led by Allison MacMunn, a senior strategist with 15 years of experience in health communications and media training physicians and nurses around the nation.