
Media Training for Pharmacists and Student Pharmacists

Wednesday, July 18, 2012

Ohio Pharmacists Association
2674 Federated Blvd. • Columbus, Ohio 43235

Pharmacists are experts in drug therapies and are often approached by media to be interviewed on pharmacy-related stories. Most pharmacists do not receive media training during college or through their employer, and may be uncomfortable or uncertain on how to answer questions from the media.

This training workshop provides a basic understanding of how to prepare for a media interview, and techniques to answer questions so that the pharmacist and student pharmacist are more confident and savvy when talking to the media. Participants will receive one-on-one critiques of their interviewing skills on camera. Our speaker will provide insight into how pharmacists can initiate and develop long-term relationships with members of the media.

Participants will learn the appropriate methods to contact various media outlets, such as television, radio and print, and pitch stories of interest to the media that the pharmacist can provide expert insight on.

Pharmacists will earn 6 contact hours (0.6 CEU) of pharmacy continuing education credit.

Space is limited. Register now on reverse side or at www.ohiopharmacists.org

Faculty

Steve Burson, R.Ph.
Managed Care Sales Coordinator, The Kroger Co.
Writer/Producer, Kroger Television Network

Program Schedule

8:30 a.m.	Registration
9:00 a.m.	Media Training: An Introduction
10:00 a.m.	One-on-One Interview Critiques: Round 1
11:30 a.m.	Lunch
12:15 p.m.	Media Training: The Interview Process
1:15 p.m.	One-on-One Interview Critiques: Round 2
2:45 p.m.	BREAK
3:00 p.m.	Media Training: How to Pitch a Story
4:00 p.m.	Adjournment

Learning Objectives

At the completion of this activity, participants will be able to:

1. identify five basic concepts for media interviews;
2. describe five response techniques for answering media questions;
3. identify five behaviors that can contribute to a poor interview;
4. describe five behaviors that can help control the topic of an interview;
5. identify three actions that are necessary in pitching a story to the media;
6. demonstrate how to effectively communicate in a media interview; and
7. apply this training to successfully answer questions from the media.

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Name _____ Nickname for Badge _____

NABP e-Profile ID* _____ Birthdate (MMDD format) _____

[obtain at www.MyCPEmonitor.net]

Preferred Mailing Address home work _____

City _____ State _____ Zip _____

Place of Employment _____

Home Phone (_____) _____ Work Phone (_____) _____

Fax (_____) _____ E-mail _____

Special Dietary Requirements low fat vegetarian If physically impaired, indicate special needs _____

Registration Fee:

OPA Member \$79
Non-member \$129
Student \$29

MasterCard VISA Exp. Date _____

Account Number _____

Name on Card _____

Security Code _____

Total Remitted \$ _____

Billing Address if different from above:

Check payable to: *Ohio Pharmacists Foundation*

Mail to: Ohio Pharmacists Foundation
2674 Federated Blvd., Columbus, OH 43235

Or Register Online at www.ohiopharmacists.org

Or Fax with credit card information:
614.389.4582

Or Call with credit card information:
614.389.3236

Requests for refunds, less \$15 administrative fee, will be honored if received by 7/11/2012.

CONTINUING EDUCATION

This program is targeted to all pharmacists and pharmacy students. The Continuing Education (CE) for this program is coordinated by the Ohio Pharmacists Foundation. To receive credit, you must fill out the CE form, sign, date, and return it to OPA staff.

*All pharmacists will need an **NABP e-Profile ID** number so that your ACPE-accredited CE can be processed. You may apply by logging into www.MyCPEmonitor.net.



The Ohio Pharmacists Foundation is the educational and research arm of the Ohio Pharmacists Association.

ACPE number:
0129-0000-12-061-L04-P

This is an application-based activity.

The Ohio Pharmacists Foundation Inc.
is accredited by the Accreditation Council
for Pharmacy Education as a provider of
continuing pharmacy education.

