

About the Presenter...



Margaret Bumann

Margaret Bumann is a former broadcast news journalist for KETV in Omaha, where she consistently earned top ratings as a news anchor. She was also a medical reporter for KETV and developed an out-

standing reputation for her ability to communicate complex medical information to the public.

Margaret left television news in 2004 to become the National Media Coordinator at the University of Nebraska Medical Center. There, she developed and implemented a campaign that substantially increased national news coverage for UNMC in news media such as *The New York Times*, *The Wall Street Journal*, *CNN International* and *ABC News*.

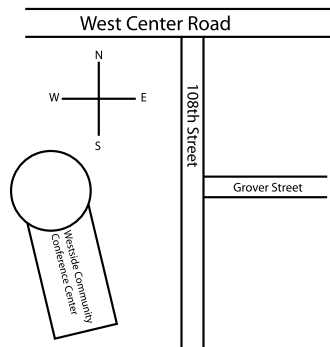
Program Schedule:

8 – 8:30 a.m. Registration

* includes coffee, juice & refreshments

8:30 – 11:30 a.m. Program

11:30 – 11:45 a.m. Q&A / Wrap-up



Map to
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(108th & Grover)

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MEDIA TRAINING 101

For Mental Health Professionals



Friday, Nov. 13, 2009
8 a.m. – 11:45 a.m.
with Margaret Bumann

**Westside Community
Conference Center**
3534 S. 108 Street
(108th & Grover) • Omaha



Media Training 101

for Mental Health Therapists

Why do therapists *need* media training? Why should therapists *get* media training?

Every mental health therapist should be media trained. You never know when a reporter will call you or show up at your office — and you need to be prepared when this happens. You'll learn specific tips and techniques to confidently handle print, radio, and television interviews.

Knowing *when* and *how* to respond to media requests is an important part of media training. You will also learn how to shape the message and use the media to your advantage — for example, to promote your private practice, a seminar you're offering, your involvement in a community organization, or your new book. Wonder why it's always *other* therapists that get quoted in the *Omaha World-Herald* or invited onto the Channel 7 news? Learn how to get the media interested in you!

This informative program, taught by veteran journalist and media trainer Margaret Bumann, will cover the following topics:

- What can therapists expect from media interviews?
- How to prepare for interviews — whether with a print journalist, TV reporter, or radio talk show host.
- How to do live interviews comfortably and successfully.
- What to do if you're asked a question you can't — or don't want to — answer.
- How do YOU control the message (and avoid saying something you shouldn't).
- What one thing you should never do in a media interview.
- How to handle a media crisis (client suicide, office raided by federal authorities, etc.)
- When is it okay *not* to do an interview?
- How important is body language? (Hint: Sometimes it says more than words!)
- What to wear — and what *not* to wear.

Do YOU know what to do if faced with these types of situations?



- One of your current or former clients commits a high-profile crime — or you're asked to comment when someone with mental health issues commits a crime.
- You've been asked by your professional organization to speak to the media as the group works to promote advocacy of a particular legislative issue.
- An investigative television reporter shows up at your office after a client complains to the Better Business Bureau that your therapy services "didn't work" and they got "ripped off."
- You've heard that publicity is a great way to attract new clients to your practice. You've arranged to be interviewed on the morning news. Now what?
- A disgruntled client reports you to the authorities (Medicaid, Medicare, Nebraska Department of Health) and the media shows up just as the police are carrying your computers out the front door. How to handle the situation so you don't look (and sound) guilty.

This half-day media training session will give you the tools and techniques you need to address any of these situations. You'll learn how to work with the media — and how to put the media to work for you!

Questions? Call Bridget at (402) 393-4600.

As a member of the Nebraska Counseling Association (NCA), you are entitled to the \$59 rate if you register and pay by Nov. 9, 2009.



REGISTRATION FORM

NCA Members: Save \$30 if you register & pay by Nov 9!

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How did you hear about this program? _____

PAYMENT:

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___ Registration After 11/9 [on a space-available basis] @ \$89

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Questions?

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