



Memorandum

#15-080

TO: WIC Regional Directors
WIC Local Agency Directors

FROM: Amanda Hovis, Director
Nutrition Education/Clinic Services Unit
Nutrition Services Section

DATE: July 8, 2015

SUBJECT: WIC Media Training for LA staff- Improve your outreach efforts!

The State Agency is pleased to offer Local WIC Agencies the opportunity to participate in a WIC Media Training webinar designed specifically to train key staff in media relations and interviewing techniques. This training will help you share news about events you plan, as well as assist you in your ongoing communications effort to share the messages of WIC and value of the program.

The training is great for Directors, Outreach Coordinators, Registered Dietitians or Nutritionists and anyone else who may interact with local media and represent WIC at community events.

Learning Objectives

By the end of the training, participants will:

- Understand the media environment.
- Be familiar with the components of a new media toolkit.
- Understand how to customize talking points for local area use.
- Understand interviewing techniques and how to use them in media interviews.
- Be more comfortable promoting WIC benefits to families through the media.

Webinar Format

The webinar will be 1½ hours in length and offered five times during July and August. Sherry Matthews Advocacy Marketing will be conducting the training.

Choose one of the following sessions:

- July 22, 10:00 – 11:30 a.m.
- July 29, 1:30 – 3:00 p.m.
- August 5, 10:00 – 11:30 a.m.
- August 6, 1:30 – 3:00 p.m.
- August 12, 1:30 – 3:00 p.m.

Prior to the webinar, participants will be asked to submit a list of planned activities so that the content of the presentation can be adapted to specific needs. Participants will be sent worksheets to be completed during the webinar.

Register Now

Please go to the Training Tab on the State WIC website, then go to Texas WIC Training for Staff and click the link for the Texas WIC Training Catalog. There you can find and register for WIC Media Training. Each session is limited to 12 participants.

If you have questions or require additional information, please contact Angela Gil, Nutrition Education Consultant, at (512) 341-4590 or at angela.gil@dshs.state.tx.us.