



Wednesday, February 7, 2018

Changing the public discourse about violence

A free Berkeley Media Studies Group training introducing the Framing Violence Prevention Toolkit

We will know we have been successful when the conversation shifts from one of individual crimes to a broader conversation about community safety. BMSG has developed a toolkit that practitioners, advocates and others can use to inform their media advocacy work. This in-person training will be based on the toolkit and includes resources to help with a range of communication tasks.

For more information, contact bakal@bmsg.org

**Sierra 2 Center
Room 9
2791 24th St.
Sacramento, CA**

9:00am – 4:00pm

This free training will address:

- Framing challenges
- Building relationships with journalists
- Pitching your story
- Responding when a reporter calls

Since its founding in 1993, Berkeley Media Studies Group has trained thousands of public health advocates to use the media as a vehicle for policy change.

For more information about BMSG, visit www.bmsg.org

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This training is generously sponsored by Kaiser Permanente.