

# Sensitive Issues:

## Media and Communication Training

Do you feel like you could be a better spokesperson for agriculture or your profession? Do you need help better addressing sensitive issues in your articles or blog posts? Do you get nervous when the media asks to interview you? Do you get questions about “sensitive” issues like GMOs, food safety, and others? Do you want to know how to be a better communicator when talking to the public or media? Then this training is for you!

April 7 - 8, 2015

Holiday Inn Hotel and Convention Center, Kearney, NE  
(110 2nd Ave., Kearney, NE)

A block of rooms are being held at the  
Holiday Inn until April 7 for \$83 per night

Tell them you are with the  
*UNL Sensitive Issues: Media and Communication Training*  
Make room reservations by calling: 308-237-5971

Registration: \$100

**Register at: [regonline.com/sensitiveissues](http://regonline.com/sensitiveissues)**

\*\* UNL Extension Faculty will have early-bird registration until  
March 20, after that date the registration will open to general public.



For questions, please contact: Lindsay Chichester, [Ichichester2@unl.edu](mailto:Ichichester2@unl.edu), 402-624-8007

This training is brought to you by: Lindsay Chichester, Amy Schmidt, Cindy Brison, Jenny Rees, Nancy Urbanec, and Karen Cannon  
with an UNL New Audiences Grant.

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# Media & Communication Training

**April 7**

9:00 - 10:00 am: Registration & Welcome

10:00 am - 5:00 pm: Engage Training – Speakers: Jana McGuire and Donna Moenning

(lunch and afternoon break provided, dinner on own)

Engage is an intensive training provided by the Center for Food Integrity. Engage equips those in farming and food production with the tools to build trust with consumers using the power of shared values. This interactive one-day seminar immerses participants in discussion and activities that teach them how to connect in meaningful ways.

Training includes:

Why Values Matter

Developing Values Messages

Shifting Consumer Attitudes

Engaging in One-on-one Conversations

Making Media Work for You

Social Media Savvy

Presentations with Impact

Following Engage training, The Center for Food Integrity can schedule local presentations by participants – assisting with speech preparation, if needed, notifying the media and sending pre- and post-evaluations to audience members to assess their attitudes about farming and food. It allows the industry to put your shared values to work in local communities and amplify positive messages.

**April 8**

8:00 - 9:00 am: Engaging Online (limited to the first 75 people)

(breakfast on own)

Take what you learned on Day 1 to the next level by learning how to better engage with consumers online.

9:30 - 4:30 pm: Sensitive Issues Update and Training

(morning break, lunch, afternoon break provided)

## **Speakers:**

- Dr. Frank Mitloehner, Professor and CE Specialist – Livestock Systems Air Quality, U.C. Davis -- Carbon Footprint/ Environmental Footprint/Sustainability
- Dr. Jude Capper, Sustainability Consultant and Adjunct Professor of Animal Sciences, Washington State University -- Livestock sustainability
- Dr. Sally Mackenzie, Professor, Center for Plant Science Innovation, University of Nebraska – GMOs
- Dr. Karen Cannon, Assistant Professor, Life Sciences Communication, University of Nebraska - Research, strategies, and recommendations for talking about sensitive issues
- Speaker and invited guest panel