

CAFI Media Proposal

S2C (David Moorcroft) will deliver a three-part Media Awareness and Training program as follows:

Part One (1 hour) – Setting Expectations (Keith, Brendan and interested board & EOC members)

- How the media works
- Risks and Rewards
- Implementing an effective engagement strategy

Part Two (1 ½ hours) – Managing the Media (Keith and Brendan)

- Theory and best practices
- How to become an effective spokesperson for CAFI
- How to become a desirable spokesperson for the media
- How to avoid pitfalls

Part Three (1 ½ hours) – Simulated Media Interviews (Keith)

- Conduct & video-tape simulated media interviews with CAFI spokesperson
- Critique and provide feedback on each interview

Budget:

- \$2,750 plus HST
- Includes leave-behind copies of presentation, use of S2C video camera
- CAFI to provide training room, projector, screen