



CSG West 70th Annual Meeting

August 15-19, 2017 • Tacoma, WA. 2017



Annual Legislative Training Assembly (ALTA)

Wednesday, August 16, 2017

2:00 PM – 4:45 PM

Pavilion C

AGENDA

- 2:00 **Welcome and Introduction**
Representative Tyler Lindholm, Wyoming
2016 WLA Class President
- 2:05 **Working with the Media – Review and Refresh**
Nancy Heffernan, Heff Communications
- Today's Media and Communications Landscape
 - Appearance and Gestures
 - Interview Rights and Responsibilities
 - Controlling Your Message
- 3:00 **On Camera Drills & Critique**
Interactive practice session with mock press conference
- 4:35 **Session Wrap Up**
- 4:45 **Session Conclusion**