

SALA Regional Meeting – Charleston 2014

Saturday, January 25, 2014

EDUCATION SESSION

Stepping into the Spotlight: Media Training for Lifeguards

As integral players in emergency situations near the shore, ocean lifeguards are often approached by members of the media for interviews. This class and workshop will teach you how to train yourself and your lifesaving staff to respond appropriately during interviews from all types of media. You will learn not only how to give the media the information they are seeking, but to make the most of the situation to give your agency the kudos it deserves. We will show real life examples of what works and what doesn't using TV clips and quotes from media. *Also weighing in will be a local water safety beat reporter [TBD].* The second half of the session will be conducted as a workshop, with session instructors training attendees in small groups. Instructors will also provide takeaways featuring media dos and don'ts.

The session will be held at CCPRC HQ at 2:00pm and last approximately 2 hours. It will be presented by Gina Ellis-Strother, Marketing Director, and Sarah Reynolds, Publicity Coordinator.

Following the education session, the SALA Regional Meeting will begin at 4:00pm.

Meeting Location:
CCPRC HQ
861 Riverland Drive
Charleston, SC 29412

Hotel

Courtyard by Marriott Charleston Waterfront

35 Lockwood Drive
Charleston, SC 29401
843-722-7229
www.marriott.com/chscy

Standard Room (1 King or 2 Queen) \$114.00/night
Waterfront Room (1King or 2Queen) \$124.00/night

RESERVATIONS: (cut off is 12/25/2013)

Please call **1-800-549-8154** and refer the group code **(SAL)**. All reservations must be received on or before 12/25/2013. Reservations received after this date may be accepted on a space available basis only and may not reflect the special group rate.