**Transportation Research Board**

**TRB 95th Annual Meeting**

**January 10-14, 2016**

**Breaking News: How We Can Help Journalists Tell the Transportation Story**

Sunday 1:30 PM- 4:30 PM   
Convention Center, 152B

This workshop is design to prepare public and private sector transportation leaders, and soon-to-be leaders, to work with journalists to convey information to the public and their leaders effectively, comfortably, and safely.

Workshop description:

*Journalists and the media offer key channels for distributing information and inviting public engagement on transportation problems, programs, and projects, yet even experienced professionals can find talking to the press challenging and risky. This workshop unites high-impact journalists with transportation experts, both with much experience in addressing transportation in the public forum, to offer guidance for building effective relationships between transportation leaders and the press.*

|  |  |
| --- | --- |
| **Beyond Sound Bites - working with electronic media**  David Schaper, National Public Radio (NPR) |  |
| **Doing business with business news**  John Hughes, Bloomberg Business News |  |
| **Getting it into print**  Joan Lowy, Associated Press |  |
| **Views from a Transportation CEO**  Sarah Feinberg, Federal Railroad Administration (FRA) |  |
| **A State DOT CEO Perspective**  Lynn Peterson, Washington State Department of Transportation |  |
| **Perspectives from State DOT Manager**  Gregory Slater, Maryland Department of Transportation |  |

Joseph Schofer, Northwestern University, presiding

**Sponsored by:**

TRB Task Force on Data for Decisions and Performance Measures (A0030T)

Joseph Schofer

j-schofer@northwestern.edu