

**Transmedia Techniques Workshop – Oregon Health Authority**  
Caitlin Burns in Newport, Oregon  
October 22, 2014



**8:30am**      **Coffee and Sign -In**

**9:00am**      **Introduction**

Greeting everyone and getting to know one another

**9:30am**      **Transmedia Techniques in Media**

Case Studies in the Wild

Q&A

10:45 am      Break

**11:00am**      **Tobacco & Media – Holly Heiberg, Oregon Health Authority**

**11:30am**      **Discussion of Local Media Platforms and Reach**

- Facilitated discussion of what individual challenges and opportunities exist per county
- Games and Development Exercises

12:00pm      Working Lunch

12:45pm      Physical Activity Break

**1:15pm**      **Lessons from the Story Business**

Best Practice Techniques of different platforms, stories and media campaigns that apply to outreach, non-fiction and impact.

**Discussion/Q&A**

2:30pm      Break

**2:45pm**      **Dialogue and Audience Building**

New methods for outreach, co-creation, community development and expanding reach

**3:45pm**      **Exercises in Collaborative Media**

- Identifying Audiences & Behaviors
- Collaboration for mutual support
- Setting Collaborative Guardrails

**4:30pm**      **Conclusion Discussion and Wrap Up**

**4:45**      **Evaluation**

**5:00pm**      **End**