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**2025 Pre-FEC Communications Program**

**September 16, 2025 | Wilmington, NC**

Draft Agenda (08.12.2025)

9:00-10:00am Registration

10:00-11:00am Opening Session

* **10:00am** **Welcome**
  + Bethany Milford, MPH | NC Public Health Collaboration
* **10:10am** **What I’m Hearing Across the Country: A Public Health Communications Roadmap**
  + Amanda Kwong, MPH | Public Health Communications Collaborative

11:15-12:15pm Breakout Sessions

* **Bringing the Message Home: Overcoming Communication Barriers in Rural Communities**
  + Kyle Pasche | Chatham County Public Health Department
* **Message Mapping: Sharing Information & Supporting Data**
  + Ann Houston Staples, MA, MCHES
  + Scott Proescholdbell | NC DHHS
* **Powering Up Your Productivity: Using AI & Time-Saving Hacks**
  + Nicole Hricik | Union County Government

12:15-1:15pm Lunch

* **Campaign Updates**
  + Suzanne Metcalf | NC DPH, NC DHHS
* **Collaborative Communications Network Update**
  + Martha Anne Sperandio, MPH | North Carolina Institute for Public Health

1:30-2:30pm Breakout Sessions

* **Amplifying Your Message by Working With News Media**
  + Amy Joy Lanou, PhD | North Carolina Institute for Public Health
* **The Value of Collaboration (Panel)**
  + Brandon Romstadt | WNC Health Network
  + Emily Ranck, MPH | WNC Health Network
  + Clarissa Ashe | Jackson County Health & Human Services
  + Stacey Wood | Buncombe County Government
  + Adrienne Ammerman, MPH | Arclet
  + Megan Rollins | Foothills Health District
* **Strategic Messaging & Social Media Strategies in the Current Public Health Climate**
  + Samantha and Jeremy McClayton | JS Consulting & Marketing

2:30-3:00pm Snacks available

2:45-4:45pm Afternoon Workshop

* **Jumpstart Your Fall & Winter Campaigns with Arclet: A Hands-On Public Health Communications Workshop**
  + Adrienne Ammerman, MPH | Arclet

4:45-5:15pm Event Debrief/Closing

6:00pm Evening Meet-up (Optional)