



## Centre for Organizational Governance in Agriculture

Sponsored by the BC Council of Marketing Boards  
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**TO: BC Marketing Boards and Commissions  
BC Agriculture Associations & Councils  
BC Farm Industry Review Board  
Other Interested Parties**

The Centre for Organizational Governance in Agriculture (“COGA”), with financial support from the governments of Canada and British Columbia, delivered through the Investment Agriculture Foundation of BC, is very pleased to present a professional development program for directors, officers, management, staff and others of BC Agricultural Boards, Commissions and Associations.

### **Managing the Media 101**

**Thursday, December 10<sup>th</sup>, 2020  
or  
Thursday, December 17<sup>th</sup>, 2020**

**10:00 a.m. – 12:30 p.m. PST**

**Via Zoom**

***Seating is limited. Register  
early.***

### **OUR SPEAKER**

**Paul Sullivan,  
*BreakThrough  
Communications***

***This workshop will be  
presented by Paul  
Sullivan, principal at  
BreakThrough  
Communications.***

***Paul is an award-  
winning journalist and  
communications  
strategist. Paul was  
formerly Western Editor  
of Canada’s national  
newspaper, the Globe  
and Mail. He also served  
as Managing Editor of  
The Vancouver Sun, the  
city’s leading paper and  
the host of CBC Radio’s  
morning show in  
Vancouver before  
launching  
BreakThrough.***

## About the Workshop - Managing the Media 101

This session is designed to help spokespeople respond effectively to media inquiries and communicate compelling, consistent messages. The goal of the training session is to help spokespeople project confidence, sincerity, and credibility during interviews so that they can best represent the organization and maximize the chances for positive media coverage.

The online Zoom presentation covers:

**The media** – how they're structured, how they operate, and how they gather information; plus the new kid: social media and how it fits into the mainstream;

**Screening questions** – questions to ask the reporter before agreeing to the interview;

**Questioning techniques** – a review of the techniques commonly used by reporters to manipulate interviews;

**Mastering the interview** – teaches participants how to keep their agendas front and center in the interview; how to gain and maintain control of any interview; and

**Looking your best on camera** – clothing, make-up, and other grooming suggestions.

Participants will learn about:

- Delivering key messages directly and effectively, without jargon;
- Adapting message points for various media;
- Developing and delivering powerful sound bites;
- Thinking like reporters and provide information in a media-friendly way;
- Redirecting questions to maintain control of the interview and reinforce the message points through “bridging”;
- Eliminating distracting vocal patterns and physical gestures;
- Avoiding over-answering and snatching defeat from the jaws of victory;
- Analyzing and responding to vague, uninformed, or loaded questions; and
- Maintaining control during a media interview.

## Registration

There are two ways to register:

1. Complete the attached form “Emerging Issues: Managing the Media 101 Registration Form” and email to [office@bccoga.ca](mailto:office@bccoga.ca)
2. Go on-line to [www.bccoga.ca](http://www.bccoga.ca) and click on the registration link.

The cost of this workshop will be \$35 **plus GST**.

We look forward to seeing you there!



Della Oberhoffner, BC Council of Marketing Boards