



Centre for Organizational Governance in Agriculture

Sponsored by the BC Council of Marketing Boards
36380 Stephen Leacock Drive, Abbotsford, BC V3G 0C2
Tel. 778.242.0285 Email: office@bccoga.ca

**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 10th, 2020
or
Thursday, December 17th, 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
2. Go on-line to 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