

Professional Advancement Learning Series presents:

Tangos and Face-Offs: Practical Tips for Dealing with Reporters

Presented by

Brian Kladko

with Special Guest Appearance by Dr. David Huntsman

Brian Kladko is a Communications Manager in the UBC Faculty of Medicine, focusing on public relations. He produces news releases (primarily about research) and UBC Medicine, the Faculty's twice-annual magazine, composes speeches for Faculty leaders, and handles inquiries from the news media. Before taking this role, he spent two decades as a journalist in the U.S., covering education, the Internet, business law, transportation, local issues, crime, as well as some health and science coverage, for newspapers and news services in Baltimore, Florida, New Jersey and Boston.

Mar 6th, 2015

Lunch: 12:15 – 12:30 pm | Lecture: 12:30 – 13:30 pm
Eye Care Centre 100 LT, 2550 Willow Street, Vancouver

CanMeds competency = Communicator

After this session, the audience will have considered:

1. What to do if approached by a reporter
2. How to prepare for an interview
3. How to conduct yourself in an interview



Receive 1 hr of credit for CME, section 1

Motto: Teaching what you can't learn from a book

Accreditation Statement:

The Pathology Professional Advancement Learning series is a self-approved group learning activity (Section 1) as defined by the Maintenance of Certification program of the Royal College of Physicians and Surgeons of Canada.