

Professional Advancement Learning Series presents:

So You Want to Be a Media Darling?

Introduction to Media Relations

Presented by

Glenn Drexhage and Peter Meiszner

Glenn Drexhage is a Media Relations Specialist at UBC Public Affairs. Before joining UBC, Glenn worked as a print journalist for numerous publications, including Business in Vancouver and the financial press in London, England. He is a graduate of the University of Victoria. Peter Meiszner is the Digital Editor and Social Media Strategist at UBC Public Affairs. Prior to UBC, he was an online news producer for Global BC for six years, and also a communications specialist at Canwest Global in Winnipeg. He is a graduate of the Broadcast Journalism program at BCIT.

Feb 6th, 2015

Lunch: 12:15 – 12:30 pm | Lecture: 12:30 – 13:30 pm

VGH - Jim Pattison Pavilion South Paetzold Theatre 1891 LT

Main CanMeds competency = Communicator

After this session, the audience will have considered:

- Learn two simple tools of the trade for successful interactions with the media and get your messages across effectively and efficiently.
- Identify common pitfalls where things can go wrong and take steps to prepare for your time in the spotlight.

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| <ol style="list-style-type: none">1. Lunch2. Presentation3. Simulation4. Discussion |
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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.