



Professional Advancement Learning Series (PALS) presents:

## ***So you want to be a media darling?*** **Introduction to media relations**

### **Brian Lin**

Brian Lin is Senior Media Relations Specialist at UBC's Public Affairs Office.

He coaches scientists and executives on interacting with journalists, oversees press activities in conjunction with governments and funders, and manages issues around animal research.

Brian obtained his Master of Journalism degree from UBC and worked at CTV prior to joining Public Affairs in 2001. In his spare time, he enjoys traveling and posing for photos with public art.

**March 8, 2013 from 12:30 – 1:30 PM**

**Diamond Health Care Lecture Theatre - main floor 1020  
2775 Laurel Street**

#### Learning objectives:

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.

- 1. Lunch**
- 2. Presentation**
- 3. Discussion**



Receive 1 hr of credit for CME, section 1

**Accreditation Statement:**

The Pathology Professional Advancement Learning series is a self-approved group learning activity (Section1) as defined by the Maintenance of Certification program of the Royal College of Physicians and Surgeons of Canada.