



Professional Advancement Learning Series presents:

When media interviews go wrong Practical skills for media relations

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Senior Media Relations Specialist, UBC Public Affairs

Brian coaches scientists and administrators 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.

May 31, 2013: 12:30 – 1:30 PM
Diamond Health Care Lecture Theatre
main floor room 1020
2775 Laurel Street

Learning objectives:

Through a real life example, hands on exercises and a live simulation, learn how to take control of a media interview, even when the reporter is hostile.

1. Lunch
2. Presentation
3. Simulation
4. 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.

PALS – teaching what you can't learn from a book