

Faculty of Medicine
Post-Doctoral Fellow Professional Development Series

MAKING THE MOST OF THE MEDIA

Tuesday, May 31st, 2011, 12:30 PM – 4:00 PM
Life Sciences Centre, Lecture Theatre 1

Agenda:

- 12:30 to 1:00 – Registration, light lunch and networking
- 1:00 to 1:20 – Introductions, goals/expectations
- 1:20 to 1:50 – David Huntsman: Working well with the media, lessons learned
- 1:50 to 2:00 – David Huntsman Q&A
- 2:00 to 2:30 – What makes news?
- 2:30 to 2:45 – Headline exercise with discussion
- 2:45 to 3:00 – Break
- 3:00 to 3:20 – When the media call
- 3:20 to 3:40 – Interviewing exercises (two rounds)
- 3:40 to 4:00 – Q&A

“What Makes News?”: Understand the factors that editors / producers consider when deciding what to cover, and how those considerations diverge from academia’s. Learn how to identify newsworthy stories, and how to reach the media with your story. Gain a better appreciation for the news media’s needs, and how we can – and sometimes cannot – satisfy those needs. Get inside the news media’s head by turning a journal abstract into an enticing headline.

Presented by Brian Kladko, Communications Manager, Faculty of Medicine

“When the Media Call”: Learn how to get your message across in an interview, whether in person or on the telephone. Assemble an interview “toolkit.” The dangers of going “off the record.” How to answer when you can’t answer. What deserves correcting, and how to go about correcting it. Get some valuable practice answering questions – and avoiding subjects you would rather not discuss – in a mock interview.

Presented by Brian Lin, Senior Communications Co-ordinator, UBC Public Affairs

For further info or to register e-mail: adrienne.hammond@ubc.ca.

Please include your name and affiliation.

Registration deadline is Friday, May 27, 2011

