



InterPlay
CREATIVE MEDIA

Media Relations Workshops

November 22-23, 2007

Make the Media Your Ally!

If you want a positive, stress-free experience in dealing with reporters, then you should attend our one-day media relations training workshop on Thursday, November 22, 2007. (And don't miss our on-camera practice session the following day!)

Two veteran ex-journalists--[Gord McIntosh](#) and [Malcolm Bernard](#)--will demonstrate how to make your messages media-friendly and irresistible to journalists. Both have more than 30 years of experience in journalism and communications. They have been on both sides of scrums and interviews. They have trained cabinet ministers, MPs, corporate and association executives, and senior public servants.

If you might be interviewed by the media, or you're advising an executive who faces an interview, this workshop is for you.

Workshop dates

- Thursday, Nov. 23
- Friday, Nov. 24

Who should attend

These workshops are designed for communicators, spokespersons, senior executives -- anyone who could be interviewed by newspaper, magazine, radio or TV reporters.

Cost

Pick the deal that's right for you!

- One-day seminar (Thursday, Nov. 23, 2007): \$600.
- Half-day workshop

Get the real story

- Understand reporters' needs and goals
 - What the media are always looking for
 - Techniques reporters and interviewers use to control the interview
- How to pitch a story
 - How to write compelling news releases
 - How to write captivating alternatives, when a release just won't work
 - The advisory: How to hook assignment editors' attention
- How to prepare for an interview
 - How to tell your story the way reporters want to hear it
 - Negotiating the interview
 - Developing your message
 - Putting your message into "quotable" form
 - Preparing for tough questions
- How to take control of interviews
 - Handling tricky questions from the media
 - Getting your message out without being manipulated by the interviewer

Additional session for on-camera training!

Join us Friday, November 23rd for a half-day

(Friday, November 24, 2007): \$450.

- Full package (1.5 days of training): \$850.

How to register

Call us now at 613-730-6161. Or just reply to this email and we'll take care of everything. Enrollment is limited, so call us today!

About your trainers

[Gord McIntosh](#) spent 30 years in journalism, working in newspapers, magazines, radio, television and the Web, before becoming a consultant in communications strategy and government relations in Ottawa in 2001. In his journalism career, he won two National Newspaper awards, spent 14 years on Parliament Hill and was managing editor at a daily newspaper. As a senior parliamentary reporter with The Canadian Press, Gord

workshop that will help you develop confidence and composure. You can practice in front of our cameras, and get constructive, personalized feedback from your trainers.

Can't attend? You have options!

We also run [private, customized workshops](#).

Collect up to six individuals from your organization who need media training and we will schedule a session at your convenience.

We also offer one-on-one coaching that focuses directly on the areas that offer you the greatest opportunity for skills improvement.

Limited enrollment - register now!

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About Interplay Creative Media

[Interplay Creative Media](#) develops and manages integrated communications programs and delivers quality products to help you achieve your business objectives. Our creative team of professional communicators includes strategists, planners, writers, designers, videographers, editors and programmers. We use our skills to bring our clients closer to the people upon whom their success depends. We excel in managing the full spectrum of marketing communications, including public

covered political, economic and business issues. Gord is a past president of IABC Ottawa and a former director of GRIC, the Government Relations Institute of Canada.

[Malcolm Bernard](#) is a corporate communications strategist who helps senior executives to excel through superior planning and management. A journalist for 20 years, Malcolm held leadership positions in the broadcast division of the Canadian Press, Standard Broadcast News and NewsRadio. He has directed daily news and special events coverage, and anchored national radio news coverage of elections and political events. Malcolm is a past-president of the International Association of Business Communicators' Ottawa chapter. IABC links 14,000 communicators in a global network that inspires, establishes and supports the highest professional

relations, direct marketing, advertising, promotions, and marketing events. We deliver cost-effective strategies, producing business results quickly and efficiently.

standards of innovation and quality in organizational communication.

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Our mailing address is: 300 - 324 Somerset Street West, Ottawa, ON K2P 0J9. Our telephone number is 613-730-6161.

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