

DEALING WITH THE MEDIA: PRACTICAL TRAINING FOR LAWYERS

Program Agenda

Date: Saturday April 23, 2016

Place: Carleton University, School of Journalism & Communication, River Building, Room 1105

Format: Limited Enrollment, Hands-On, Media Training Workshop

Presenters: David McKie, CBC News, Power & Politics
Janice Tibbetts, Carleton University, former National Justice Reporter
Sherri Beattie, Lawyer

8:00 – 8:15 Registration

8:15 – Welcome and Overview of the Morning

8:30 – 9:00 - Ethical Considerations When Dealing with the Media – Sherri Beattie

9:00 – 9:20 - Effective Messaging – Sherri Beattie, David McKie and Glen McGregor

- In preparation for the scrum and interview sessions the case scenario will be discussed and prepared with respect to:
 - Knowing your case, knowing your message
 - Identify your key messages in advance
 - Avoiding legalese
 - Dealing with publication bans
 - How to deal with tough questions and bad facts

9:20 – 9:40 – Getting Comfortable – David McKie and Glen McGregor

- Developing relationships with journalists
- Responding to different media and media requests: print, television, radio, on-line
- Responding to journalist's questions via email and requests for email responses
- How to appear comfortable on camera – how to do interviews via Skype
- Coaching for the interview and scrum simulated sessions

9:40 – 11:15 – The Scrum Session - David McKie and Glen McGregor

- Using the mock case each provided in advance each participant will play the role of the lawyer drawing media attention and respond to questions being hurled at him/her by a group of journalists
- While one participant plays the role of the lawyer, the other participants will join the scrum and role play as journalists.
- Participants will view their performance and be provided with feedback and tips

11:20 – 1:00 - Double- Ender/Talkback Interview Session – David McKie and Glen McGregor

- Don't know what a double-ender/talkback interview is? You will have seen dozens of them. An individual is interviewed in one location, while a news anchor is in another location.
- Using the mock case, each participant will be interviewed by a news anchor, on camera, with an ear-piece, and respond to questions for a television double-ender interview.
- Participants will view their performance and be provided with feedback and tips.

Workshop concludes at 1:00