



Planners and the Media

This one-day workshop for planners will help you to get your message out and deal effectively with the media. It will be of interest to those new to media relations as well as planners who wish to hone their skills.

Learn from media professionals about:

- How the media work and what journalists require when preparing a story
- Writing news releases and media advisories that get noticed
- Crisis management: what to do (and not do) when a hot media story breaks
- How to be interviewed by the media
- Specific tips for print and broadcast interviews
- Dos and don'ts for effective media communications

The workshop is lead by professionals who have worked extensively in radio and print media and are experienced in conducting media training sessions for corporations, governments, professional association and individuals. The workshop is conducted in the state-of-the-art Rogers Communications Centre at Ryerson University.

This is a workshop with a difference. Don't miss this opportunity to learn about planners and the media!

CIP's Continuing Professional Development Program:

For members of the Canadian Institute of Planners, this course counts as one (1) point towards their Continuing Professional Development Program Certificate.