



Legal Education
Society of Alberta



Media Training 101 for Lawyers

DECEMBER 6, 2019 | EDMONTON



Join us for this half-day program designed to give you the knowledge and tools to nail your next media interview.

Let's face it: most lawyers are reluctant to talk to the press. They're worried they will say too much, too little, or nothing at all. However, there are many upsides to appearing in the media, including influencing the court of public opinion, building your practice, and showing your expertise. Taught by communications professionals and former journalists with decades of experience, this interactive presentation will give you the confidence and skills to face the media in any situation.

Register online LESA.org/Media101

DECEMBER 6, 2019
EDMONTON

Aspen Conference Centre
4th Floor, Bell Tower
10104 - 103 Avenue

9:00 AM–12:30 PM

INSTRUCTORS

JENNY ADAMS, founder of The Adams Agency, has worked in the media for more than a decade. Jenny has coached hundreds of guests through media interviews during her career, written for numerous local magazines and newspapers, and has appeared on radio and television interviews throughout Western Canada.

KATHERINE O'NEILL is a former national correspondent with the Globe and Mail covering breaking news, politics and the war in Afghanistan. She has also appeared as a guest commentator on CTV News Channel, CBC Radio and other media outlets. She has worked with several organizations, including the Alberta Law Enforcement Response Teams (ALERT). Katherine holds a master of journalism from Carleton University.

MEDIA TRAINING 101 FOR LAWYERS

PROGRAM TAKEAWAYS

- Get a primer on the rapidly changing media landscape (traditional and non-traditional media) in Edmonton and beyond
- Understand the media's pressures, motivations and industry lingo, including "off the record" and "exclusive"
- Receive public speaking tips
- Review the pre-interview checklist and get tips on setting the stage for a successful interview
- Discuss the art of the interview
- Explore the role of key messages and how to use them
- Learn strategies to avoid common mistakes
- Partake in a one-on-one interview and media scrum demonstrations

LESA is proud to partner with The Adams Agency, one of Western Canada's leading strategic communications firms, for this event.

The Edmonton-based company has worked with a cross-section of organizations, both public and private sector, including numerous law firms.

REGISTER ONLINE [LESA.org/Media101](https://lesa.org/Media101)

Early Bird: \$265 + GST Register by November 5, 2019; Regular: \$295 + GST

MAIL: 2610 - 10104 103 Avenue Edmonton, Alberta T5J 0H8

PHONE: 780.420.1987 | **TOLL FREE IN AB:** 1.800.282.3900 | **FAX:** 780.425.0885

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