

Media Coach

Virginia Wilkinson (BAJC, B.Sc., ABC)



Ms. Wilkinson has more than 20 years experience in a range of positions in the communications sector.

She has been a television, radio, magazine and print journalist. She has worked with and reported for both Saskatchewan and Alberta media.

She worked for a number of years at CTV Regina both as a general and then a legislative reporter. She has also free-lanced for a number of national television programs.

Following her media career she worked in a number of different senior management communications roles in the public sector, including acting as a media relations consultant for Saskatchewan's provincial Cabinet.

She has extensive experience in corporate communications in the areas of: media relations; strategic communications planning; project management; issues management; government relations; community/public relations; crisis management; special event planning and document development and writing.

Ms. Wilkinson has a B.A. in Journalism and Communications, a B.Sc. in Biochemistry, and received her accreditation with the International Association of Business Communicators in 1999.

Other Services offered by **Wilkinson Communications and Consulting Inc.** include:

- Writing of newsletters, annual reports, fact sheets, web content etc.;
- Corporate communications;
- Strategic communications planning;
- Issues management;
- Media relations;
- Project management;
- Public Relations;
- Government Relations; and
- Special Event Planning and Management.

For more information contact:

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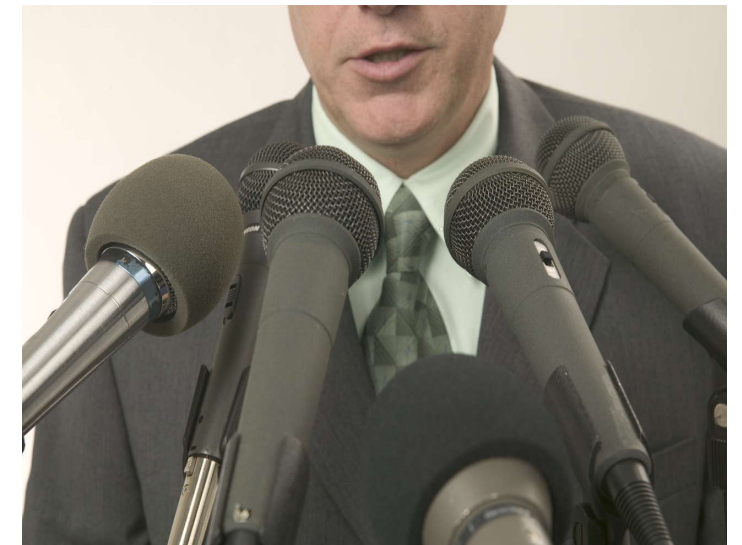
Website: wilkinsoncommunications.com



"Strategic and Effective Communications Expertise"

Managing Your Media Message

Media coaching seminars tailored to all needs.



Let us help make all your media interviews successful!

What do the sessions include?

Media coaching sessions are led by an experienced communicator and former journalist. They include an interactive presentation on:

- how to get your stories covered by the media;
- how to manage your side of the interview;
- how to develop your media message;
- how to get your message into the story;
- how not to be misquoted;
- what **not** to say to the media;
- how to become a trusted source; and
- how to have a successful interview.

Following the presentation, participants are given the opportunity to test what they have learned in mock interviews with the media coach.

These mock interviews provide participants with experience dealing with “media”, in a non-threatening situation. Participants will find a significant improvement in their understanding of the media and the way in which they deal with the media, by the end of the session.

All participants receive a media coaching handbook, as well as media tips cards to take home with them.



Who needs Media Coaching?

Anyone in a position of authority in an organization such as:

- managers,
- directors,
- executive officers,
- ministers; and
- anyone in charge of a program which may be of interest to a range of audiences.

If you provide information to someone who may sometimes speak to the media, if you want to know how to have programs or issues covered by the media, this session is for you as well.

“Virginia gives professional, but yet practical training that has boosted my confidence and skills for future interviews. I would highly recommend (her media training seminars) to my professional bodies...”

*Janet Bradshaw, President National Association of
Pharmacy Regulatory Authorities (NAPRA)*

Media Coaching Seminars

All sessions are led by an experienced communicator and former journalist. Sessions will include a number of opportunities for participants to experience on-camera interviews.

All participants receive an easy-to-use media coaching handbook, as well as several interview tips cards.

Sessions are held at off-site locations. Wilkinson Communications and Consulting Inc. can provide a range of different training options. Generally half day sessions with smaller groups (3-5 participants) are recommended, unless organizations require larger group training in a short period of time.

- Half day session for **1 to 5 participants**
- Three quarter day sessions for **6 to 8 participants**
- Larger group sessions ½ day with number of facilitators and break-out sessions.
- Private coaching (3 hour session) for **single participant**.

To book a media coaching seminar, please call (306) 789-1932 or e-mail Wilkinson Communications and Consulting at wilkinsoncomm@sasktel.net.