

## Media Coaching Seminars

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.

*“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)**

## President

**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, as general business and 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 within the public sector.

She has extensive experience in corporate communications in the areas of: corporate writing; 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.



**Having trouble  
getting your  
message  
across?**



*Strategic and Effective  
Communications Expertise*

**We can help!**

[www.wilkinsoncommunications.ca](http://www.wilkinsoncommunications.ca)

## Communications Services

We provide a wide range of strategic communications and marketing services to clients in a variety of sectors.

Our services are tailored to our strengths, ensuring you have access to skilled personnel with significant experience and expertise.

We pride ourselves on providing high quality, strategic and effective communications services while meeting your corporate communications needs, and your deadlines.

### Our services include:

- **strategic communications planning;**
- **marketing communications;**
- **corporate branding;**
- **community/public relations;**
- **corporate writing;**
- **speech writing;**
- **issues management/crisis management;**
- **media event planning;**
- **media event material development;**
- **media relations;**
- **media coaching;**
- **event planning; and**
- **corporate strategic planning and facilitation.**

*“Virginia’s expertise and commitment played a significant role in the evolution and growth of ISC’s image and reputation. Her leadership has enabled us to be in a much more positive position with our stakeholders...”*

**Mark MacLeod, former President and CEO, Information Services Corporation (ISC)**

## Writing Services

*“Virginia brings to our projects a unique combination of talent and skill. She is able to truly hear what we need to communicate to our prospects and is diligent in meeting our deadlines. But most importantly, Virginia brings a creative twist to our messaging which resonates in the marketplace.”*

**Susan Gorges, CEO, SpringBoard West Innovations Inc.**

We have extensive experience in **corporate, financial, government and journalistic writing.**



*Let us help you to create messaging and materials which clearly explain and promote your product, program or initiative; and which allows you to talk directly to your customers, clients, and/or employees.*

**Wilkinson Communications & Consulting Inc.**  
**P (306) 789-1932**  
**F (306) 789-0016**  
**www.wilkinsoncommunications.com**

*“One of the most important things that Virginia Wilkinson brings to the exercise is focus – like a laser. And then she applies a formidable set of communications skills towards making it successful. Virginia delivers what she promises, on time and on budget.”*

**Kathleen Livingston, Executive Director & C.O.O., The Saskatchewan Environmental Industry and Managers Association.**

**Our writing expertise includes the creation of:**

- **speeches for all types of small to large events;**
- **annual reports;**
- **internal and/or publicly released reports;**
- **financial reports;**
- **brochures;**
- **fact sheets;**
- **newsletters and newsletter articles;**
- **media releases;**
- **media event speaking notes;**
- **website content;**
- **and much more.**

*“Virginia is very strategic around the planning for a news event – it’s like she’s developed a master checklist to ensure that all the tasks are completed to ensuring a successful news event. Flexibility and putting us #1 was obvious during the planning and execution of the event. Virginia fits right in – it’s like she was a part of our company. Lyle Weichel, CEO WestSource*