



*Get insider tips on
how to be an effective
spokesperson!*



Lawyers and the Media: How to Build Successful Relationships

with Tamara Cherry

Thursday, October 15, 2020

**Live webinar with chat
includes 60 day replay***

9:00 am – 10:30 am (Pacific)

10:00 am – 11:30 am (Mountain)

11:00 am – 12:30 pm (Central)

12:00 pm – 1:30 pm (Eastern)

1:00 pm – 2:30 pm (Atlantic)

1:30 pm – 3:00 pm (Newfoundland)

**This program features real-time audio of the presenter with synchronized presentation slides, and a chat feature that allows for live Q & A. SK attendees please verify whether you align with Central (MB) or Mountain (AB) time based on season and location.*

WHO SHOULD ATTEND

This program will benefit lawyers who want to enhance their skills in preparing for and giving media interviews, as well as build their expertise in the public arena.

ABOUT THE PROGRAM

Think you'll never have a case that attracts media attention? Think again! Interest by modern media publishers in legal matters extends far beyond criminal and regulatory prosecutions. Today's lawyers are contacted by reporters about workplace investigations, unusual family and estates litigation, consumer complaints, real estate and zoning matters, landlord and tenant disputes, and more. However, since dealing with the media is not something normally taught in law school, many lawyers resist interacting with the press and overlook the benefits of positive media relations, including ensuring your client receives fair treatment in the court of public opinion, building your practice, and showcasing your expertise. In this timely and highly practical program, award-winning former journalist Tamara Cherry will discuss the necessity, benefits and practicalities of working successfully with today's media. You will learn:

- How the media operates today
- What "off the record" and other lingo means
- The importance of building media relationships
- Why courtroom skills don't transfer to communication with the media
- How different mediums require different messaging
- What lawyers can do to better prepare for interviews and appearances
- How to take control of the message and deal with challenging interactions

Today's fluid media landscape means many lawyers will interact with the press at some point in their career. Attend this webinar and get the confidence and skills you need to make media exposure work for, not against, you!

SCHEDULE (Eastern)

12:00 pm - 1:30 pm

Welcome & Introduction

The changing media landscape

Media's pressures and motivations

Developing relationships with journalists

How to respond to different types of media requests

Preparing for and controlling interviews & appearances

Strategies for effective messaging

Common mistakes and how to avoid them

Program Wrap-up & Evaluation

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PRAISE FOR PAST PROGRAMS

“Outstanding... The presenter was excellent and provided a lot of practical tools.”

“Material and presentation were among the best I've seen in many years... very informative. Thank you!”

“Very practical presentation.”

“Very prepared, knowledgeable, clear presenter.”

“Liked how the presenter linked speaking points with real life situations.”

“Great presentation with concrete ideas on how to manage what is a very challenging aspect of this job.”



BC: This program has been approved for 1.5 CPD hours.

ON: This program contains 1.5 Substantive hours.

SK & NB: This program has been approved for 1.5 CPD hours.

Lawyers in other mandatory CPD jurisdictions may count their attendance towards their CPD requirement/plan.

Seminar Partners is an Accredited Provider of Professionalism Content by the Law Society of Ontario and a pre-approved CPD Provider of the Law Society of British Columbia.

MEET YOUR PRESENTER



Tamara Cherry is the founder of Pickup Communications, a public relations consulting firm. An award-winning print, digital and broadcast journalist, the bulk of her career was spent as the Crime Specialist for CTV News Toronto. Before joining CTV, Tamara reported on crime for the *Toronto Sun* and *Toronto Star* newspapers. Tamara has interviewed thousands of crime victims and received several awards for her coverage of high-profile crimes. Her exposés about human trafficking within Canada led to her becoming the first civilian recipient of the Peel Regional Police Chief's Certificate. In 2019, she received a prestigious Best Local Reporter nomination at the Canadian Screen Awards. Tamara assisted in the development of the Victimology program at Durham College, where she created and continues to teach the Victims and the Impact of the Media course. She routinely aids in media training of police officers across Ontario and has also presented to Crown attorneys and front-line service providers. Integrity, compassion and professionalism have earned Tamara respect across the police, victim services and criminal justice communities, as well as among her journalism peers.

✓ Yes, I want to attend **Lawyers & the Media: How to Build Successful Relationships**

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* Materials will be distributed electronically in advance. Live webinars feature real-time audio of the presenter with synchronized presentation slides, and a chat feature that allows for live questions and verbal responses by the presenter. The recording of the webinar is available for 60 days.

REGISTRATION FEE:

On or before September 17, 2020: \$140.00 + \$18.20 (13%) HST* = \$158.20 - Save \$25.00!

After September 17, 2020: \$165.00 + \$21.45 (13%) HST* = \$186.45

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*With ON HST. Please adjust tax for attendee's province as follows: 5% in AB, BC, MB, NWT, NU, SK, YK. 13% in ON. 15% in NS, NB, PEI & NL.

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