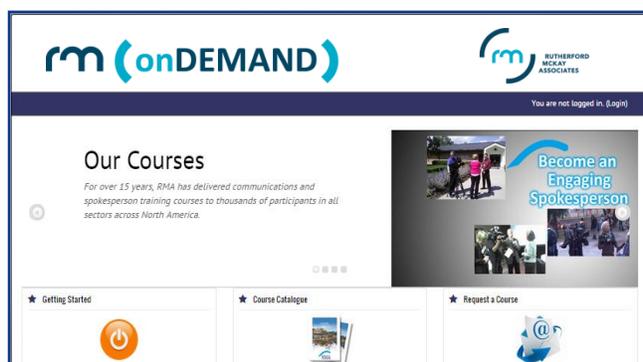


COURSE OVERVIEW: MEDIA RELATIONS/SPOKESPERSON TRAINING

Canada's First Truly Online and Interactive Media Relations Course

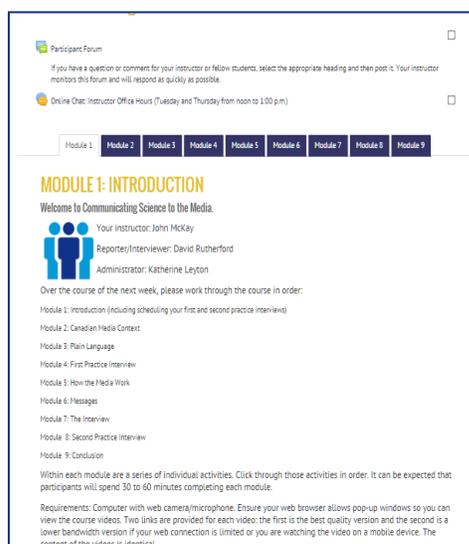


We at RMA have worked diligently with top Canadian eLearning company DualCode to ensure participants receive all of the convenience of online professional development, without losing any of the personal attention and interaction that has made RMA training among the best in the industry.

Our **Media Relations** course is for subject matter experts, executives and other organizational spokespeople who want to communicate more effectively with non-expert audiences, including the news media. It encompasses the use of language, messaging, handling difficult questions, and how to identify and take advantage of opportunities presented by the news. It features extensive interviews with well known, national reporters about the relationship between news reporters and scientists and other subject matter experts.

Course Design

There are nine interactive modules that include video presentations, readings, exercises, assignments and quizzes. A schedule is set so that the modules are completed over a defined period, with students spending about 30 to 60 minutes per module.



Course Objectives

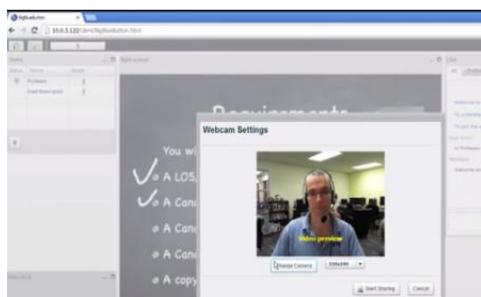


The objectives of this course are to:

1. clarify participants' understanding of what is "news" and how changes in the news business have created new opportunities and challenges for organizations;
2. help participants to develop or test and more effectively deliver their organization's messages to journalists and selected audiences; and,
3. teach participants how to better prepare for and conduct interviews and make public presentations on subjects within their areas of responsibility and expertise.

Participants work with a team consisting of:

- the **Course Instructor** who will communicate via e-mail, chat, telephone and video conference ("Big Blue Button"), and will provide feedback on assignments;
- the **Interviewer** (a former news reporter) who will conduct two live Big Blue Button (BBB) interviews with the participant and provide direct feedback, and
- the **RMA Administrator** who will manage the technical and administrative dimensions of the training.



Participant interactions with the team include the following:

- three modules include interaction with the course instructor through written assignments/feedback;
- a discussion forum and online "office hours";
- two modules include live media interviews; and,
- all of the remaining modules, with the exception of the introduction and conclusion, have automated quizzes and other on-demand activities.

The Blended Course

The blended version of this course combines online and in-classroom training. It consists of four eLearning modules (*Introduction, Rules of the Road, Media Context and Plain Language*), followed by an in-person session including exercises, group discussions and individualized practice media interviews.

The course fee includes:

- *access to the training course;*
- *ongoing support from our eLearning team;*
- *two live practice media interviews with a former reporter, and*
- *a certificate of completion.*



For more information:

John McKay
mckay@rmassociates.ca
(613) 699-2007 ext.2
www.rmassociates.ca