

MEDIA 101: Is Your Research Newsworthy?



Do you have a research project that you'd like to share with the public? A research story that you want to tell? Do you have a research breakthrough that you think is newsworthy but not sure where to start?

This workshop will take you through the various stages of identifying what makes a good news story, strategies for pitching a story around your research, and what happens once you have media interest.



SPEAKER

Elaine Yong, Senior Communications Specialist
Media Relations, Providence Health Care

Former reporter for 20 years, most recently as Global TV's Health Reporter.

RSVP by October 24 to
research@providencehealth.bc.ca

When?

Friday, October 27, 2017, 10-11am

Where?

Room 1500, Conference Centre,
Providence Bldg Level 1, SPH

Who should attend?

Researchers, research communicators,
research administration & ethics staff