



JUSTICE INSTITUTE  
of BRITISH COLUMBIA

# Emergency Management Division Workshop Series

## Communicating in a Crisis: Media Training for Emergency Spokespersons

March 18 & 19, 2008 • New Westminster, BC  
April 22 & 23, 2008 • New Westminster, BC  
June 10 & 11, 2008 • New Westminster, BC

When a crisis occurs, you have one chance to get your messages out in a proactive and powerful manner. If you do not “hit the ground running” with what you want to say, you and your organization will be at the mercy of the media and special interest groups. This workshop is designed to enhance the capability of those that will be the voice of your municipalities or organizations should a crisis situation occur.

Working in teams and as individuals, participants of this dynamic and intensive, two day workshop will learn how to:

- Identify communication issues before they become critical
- Conduct interviews in confrontational situations
- Prepare a crisis communication plan

### FACILITATOR

**Jim Stanton** is a graduate of Simon Fraser University and worked for a number of years as a journalist with the CTV network. He was the Director of Communications and Director of Government Relations for Canada Post before establishing Stanton Associates in 1989, a Vancouver based communications and training company with offices in Canada and the USA. Jim and his team have assisted in developing proactive communications strategies to deal with:

- Floods
- Plane crashes
- Gulf War I
- Y2K
- Chronic wasting disease
- Ebola
- Collapse of mine shafts
- Cryptosporidium contaminated water
- Kananaskis G8 Summit
- Toronto SARS incident
- BC forest fires
- 2004 crash of MK Airlines cargo plane in Halifax
- 2010 Vancouver Olympics and Paralympic Winter Games Secretariat

## COMMENTS FROM PAST WORKSHOP ATTENDEES

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**"Excellent, credible, very knowledgeable. Able to deliver the information in a manner that holds ones attention. Very professional and enjoyable. Thanks."** Lenore Angel, Assistant Deputy Minister, Ministry of Child & Family Development, Victoria, BC

**"Stanton workshops will prepare you to face the media in any situation. Listen and learn from experienced practitioners."** Sheena Vivian, BC Hydro

**"Every aspect of the presentation was crisp and relevant. This is the best communications course I have ever taken and is applicable to my daily work."** Brigadier General Peter B. Kilby, BC District, Canadian Armed Forces

## DATES / LOCATIONS

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All workshops will be held at the Justice Institute of British Columbia, New Westminster Campus

- March 18 & 19, 2008
- April 22 & 23, 2008
- June 10 & 11, 2008

## REGISTER NOW

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Course Code: EM120  
Fee: \$695 plus GST.

Call: 604.528.5590  
Toll Free: 1.877.528.5591

## PAYMENT METHODS

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We accept payment by cash, cheque, debit card, Mastercard and VISA.

## CONTACT

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For more information about the Workshop Series, please contact Karen Basi, Coordinator, Emergency Management Division, 604.528.5714, kbasi@jibc.ca, or visit us at [www.jibc.ca/emergency](http://www.jibc.ca/emergency)

