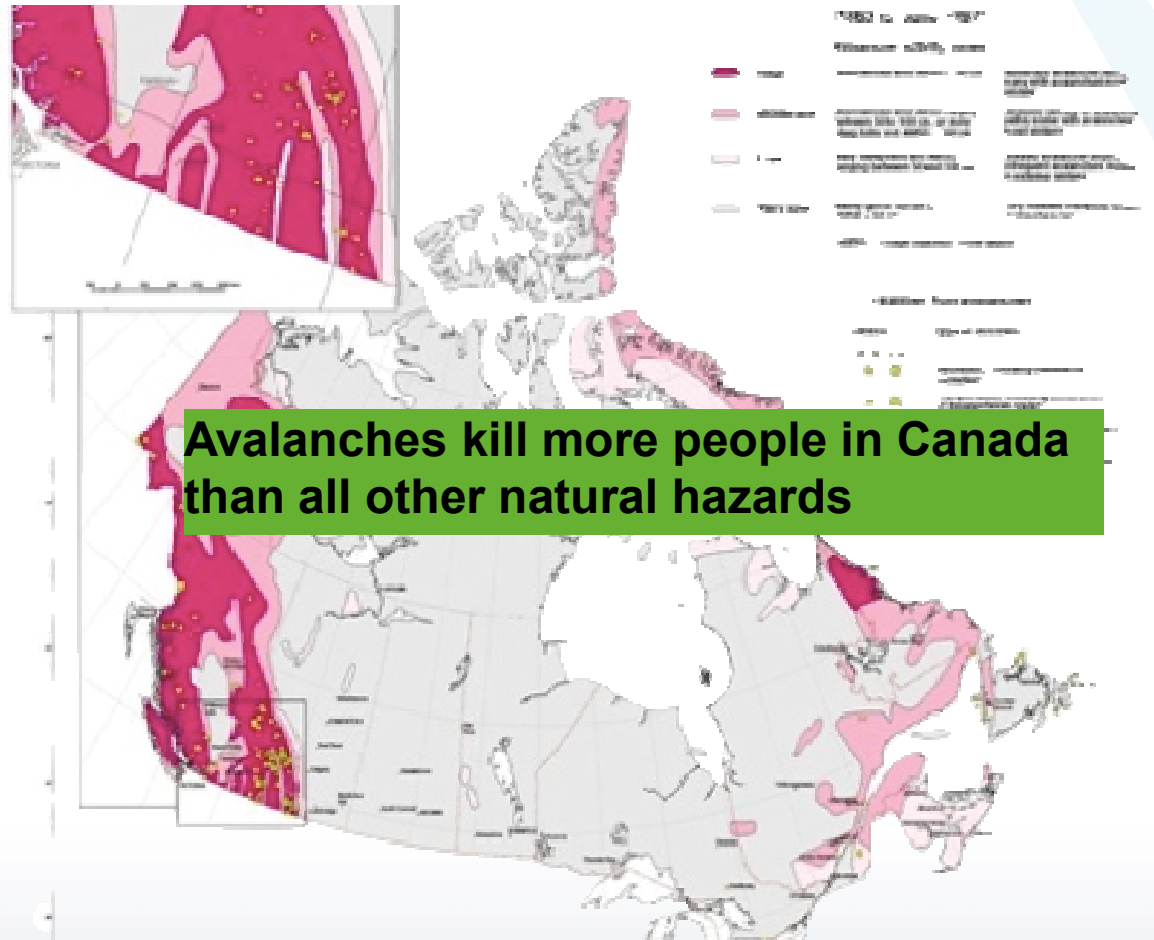


# Canadian Avalanche Centre in the Media



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# Avalanche Zones in Canada



# Avalanche Zones in Canada



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# Prevention Messaging Key Points

- The Media is your friend
- Plan your media presence
- Target the message

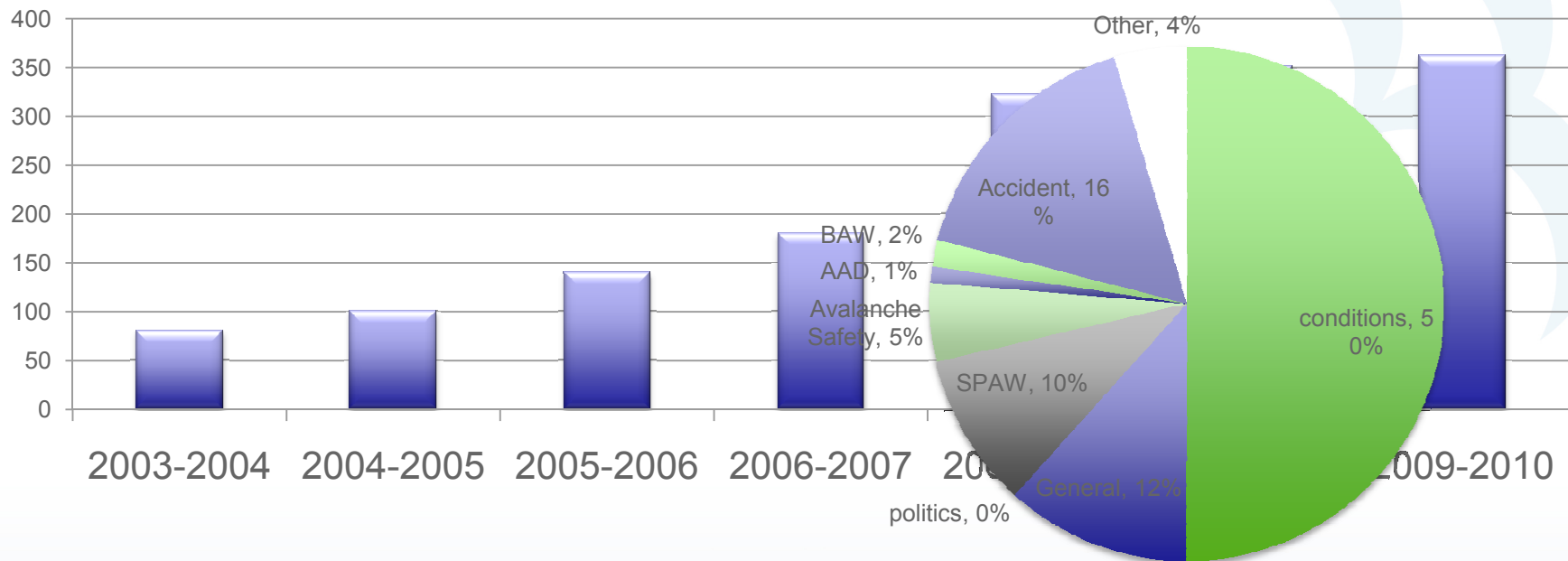


# The Media is Your Friend

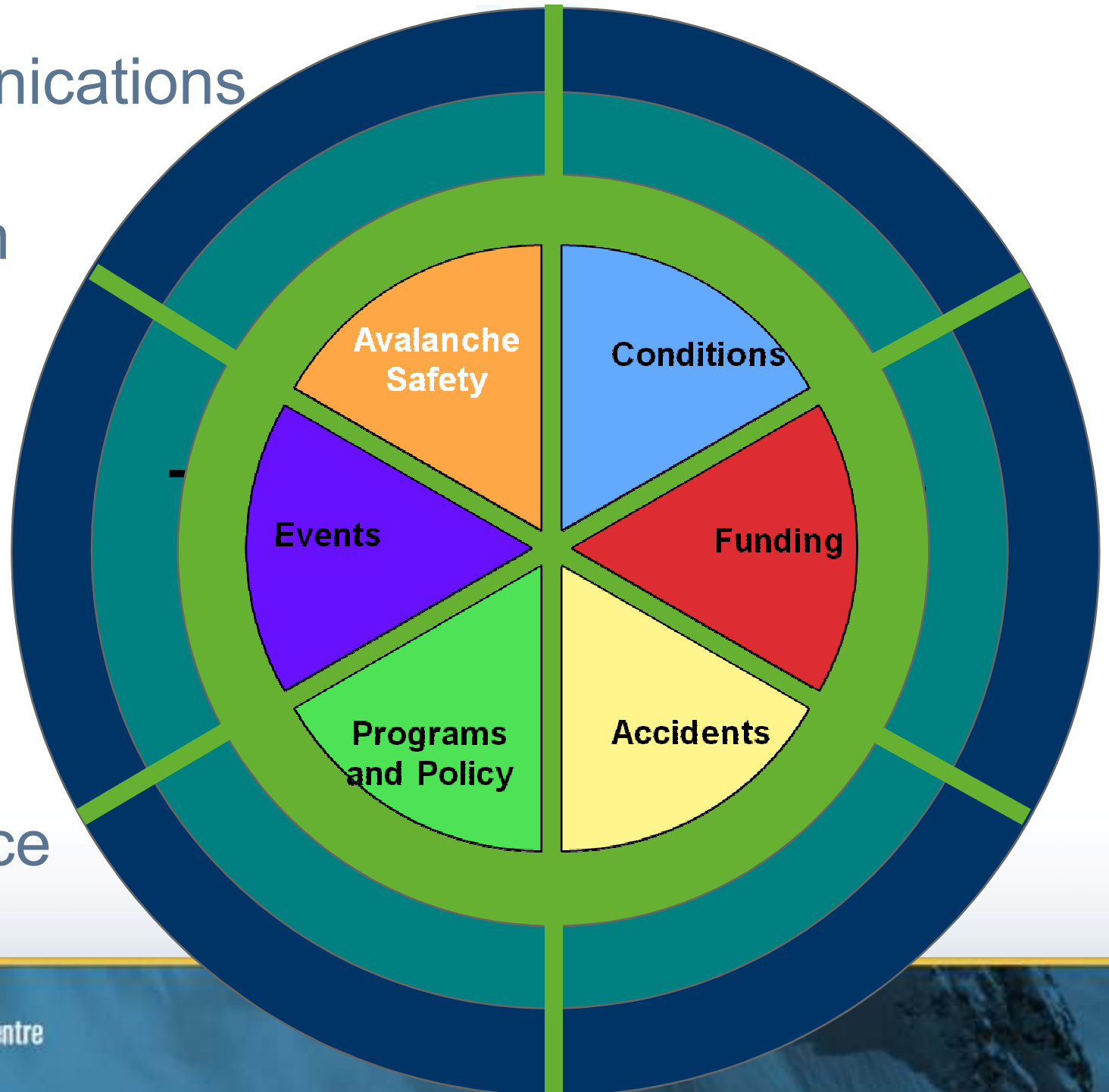
## Media Interview Topics 2008-09

n=351

### Total CAC media interviews



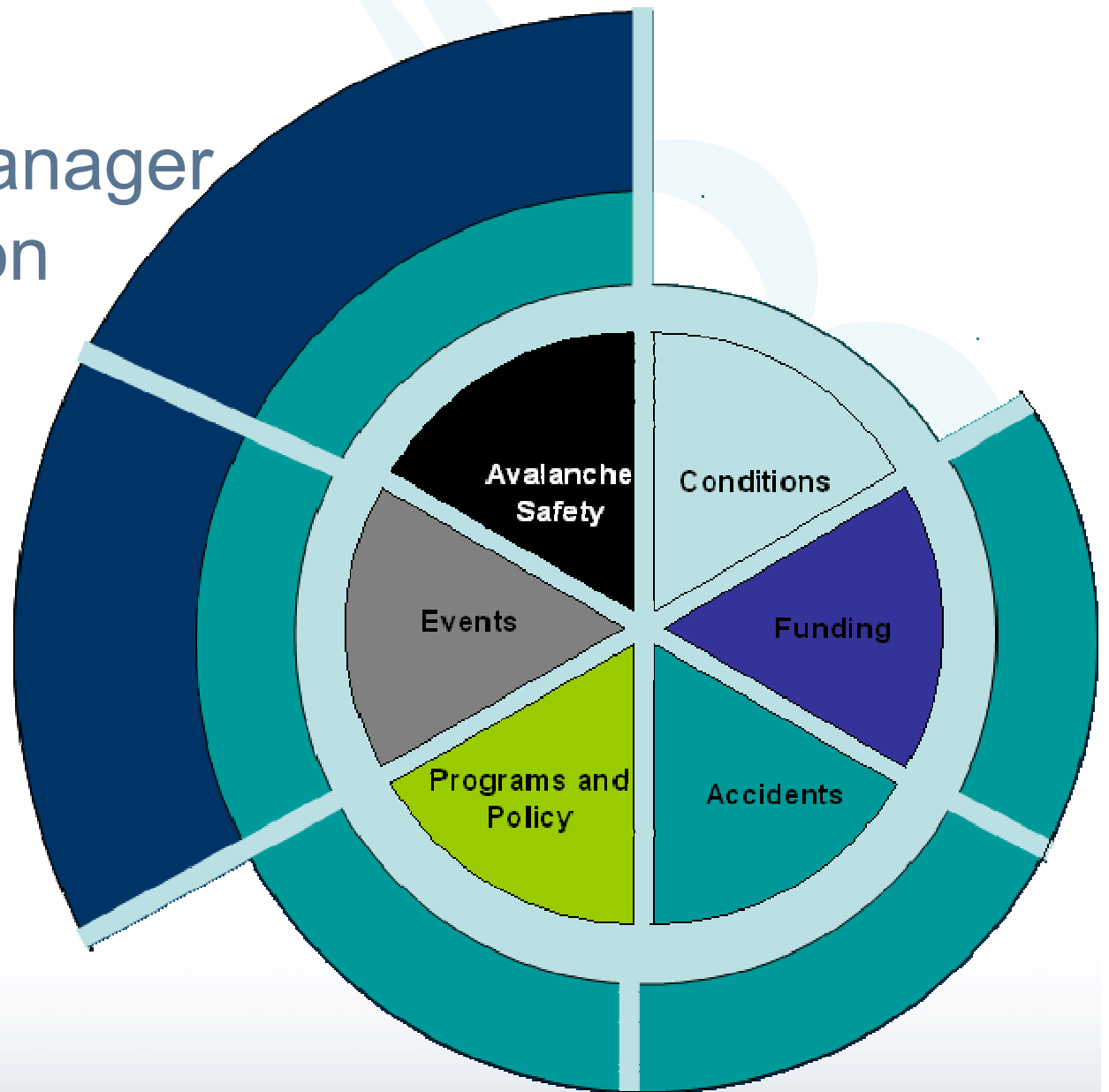
# Communications Training Diagram



Plan  
Your  
Presence



# Operations Manager Communication Planning



# What is your message?

- Work with the interviewer
- Make the story
- Stick to your lines
- **USE NEW MEDIA**



Thank You!

Questions?



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