



Carla Pereira, Coordinator of Communications and Political Action Services (ETFO)

Biography: Carla Pereira is the Coordinator of Communications and Political Action Services for the Elementary Teachers’ Federation of Ontario. With a background in media relations and education, Carla supports the Federation in its work with news media, and external and internal communications.

Workshop title: *Working with the Media*

Workshop description: Whether you are new to working with media or have some experience, you will gain a better understanding of how to work effectively with print and broadcast media. Learn effective ways to develop key messages and write media releases. Participants will also learn how to anticipate reporters’ questions during interviews, work through challenging questions, and focus on delivering key messages.