

Case Study



Public Prosecution
Service of Canada

Service des poursuites
pénales du Canada

Client: Public Prosecution Service of Canada

Services: Media Training for Federal Prosecutors

Languages: English

Duration: 2010, 2011, 2012

Website: www.ppsc-sppc.gc.ca

Challenge

In 2010, 2011 and 2012, Delta Media was engaged to deliver a total of eleven (11) customized media training workshops for 44 federal prosecutors (and 1 student-at-law) at headquarters in Ottawa and others deployed in major cities across Canada, including in Halifax, Montreal, Toronto, Vancouver and Yellowknife.

Project

Using Chapter 10 of the Federal Prosecution Deskbook as the foundation, Delta Media developed a customized training program for these one-day workshops. Recognizing that the protection of the integrity of each case is paramount and that prosecutors are limited to speaking only about information already presented in open court, our instructors developed a series of questions around cases and issues identified by each participant and tested their ability to stay on message and within their individual brief. This was accomplished through a minimum of two (2) simulated media interviews with each participant followed by personalized feedback by our instructor. As we have



discovered with other clients in the legal community, the practical message development component of this workshop is analogous to preparing a witness for trial. By contrasting the differences between the court of law and the court of public opinion, we were able to expand on this analogy to highlight a number of media relations Do's and Don'ts and prepare the participants to be message-driven as opposed to question driven. Included in our multimedia presentation was a clip of a former federal lawyer.

Results

Feedback on the training sessions was extremely positive. Participants remarked on the "knowledgeable" and "engaging" instructors, the "well researched", "relevant content", "straightforward" learning materials and "useful exercises." According to the Chief Federal Prosecutor (NCR), the workshop was a "worthwhile experience". His assessment was echoed by several other participants who also commented on the "good mix of instruction, A/V playback, interviews and anecdotes."