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# Introduction & Overview

## Welcome to the Media Training Course

Welcome to the Lethbridge College Media Training course. This course is designed to help you become more familiar with the media landscape, understand the importance of fostering a positive relationship with media, learn how to prepare for media interviews and much more.

Media is more than what might first come to mind when you consider it—namely newspapers, TV newscasts, magazines, etc. It also includes digital platforms like social media, blogs, podcasts, and even video games, along with other forms of communication like public relations and advertising.

Throughout this course, when we talk about media, we avoid terms like “the media” or “the press” and refer to all forms as just “media.” We do this because we want to acknowledge the vast and diverse ways information is shared and consumed today. Not just from newspapers or TV, but also from a social media post, a blog, or a YouTube video. This approach helps us keep our discussions inclusive and relevant to the media landscape, which is constantly evolving and expanding.

## Course Overview

This media training course contains five modules—all aimed at helping you feel more confident about interacting with media. The five modules are:

[Module 1](#): How to talk about Lethbridge College

[Module 2](#): Understanding Media

[Module 3](#): Preparing for Media

[Module 4](#): Social Media Ins and Outs

[Module 5](#): Media for Student-athletes

While some modules may be more applicable than others to your role at Lethbridge College, we encourage you to complete all five modules in succession to get the most out of this course.

