



# Leveraging media relations for knowledge translation

**May 29, 2024 | 1–2 p.m. | via Zoom**

**Register for the workshop:**

**<https://tinyurl.com/eu6xhbeh>**

**Eleanor Coopsammy**

Director, Media Relations and Issues Management

**Fiona Odlum**

Media Relations officer

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If you're a student, post-doc, researcher or faculty member working in aging research, the media wants to speak with you. Find out how the UM Media Relations team can help you connect with local, national and international media outlets. Share your knowledge, research and expertise to pique the interest of the public and potential collaborators.