



*“One of the basic causes for all the trouble in the world today is that people talk too much and think too little. They act impulsively without thinking. I always try to think before I talk.”*

-- Margaret Chase Smith

## **Media Training**

### **Why Media Training?**

“You know you’re going to have a bad day,” someone once said, “when you find a crew from *60 Minutes* waiting in your office.” But if *60 Minutes* really did show up at your doorstep, eager to discuss the worst thing you can imagine that could happen to your organization, would you be prepared?

Maybe it’s not *60 Minutes* you’re dealing with, but the local 6:00 o’clock news. Or perhaps your company has a great story to tell, but you’re having difficulty getting the news media to pay attention.

ABC&D Communications provides training to help you learn how to take control of an interview and effectively deliver key messages – whether you find yourself engulfed in a maze of microphones, cameras and screaming reporters or in a room filled with employees anxious about their jobs.

After all, how well you communicate, and the degree of credibility you maintain with important audiences, will likely affect your organization’s image for months or even years to come. In an age of sound bite communications, companies need articulate spokespersons that are prepared to deal with the unexpected and can deliver clear, concise and consistent messages to a variety of audiences.

### **What You’ll Learn**

- Understand how the news media work
- Discover the keys to a successful interview
- Develop a goal for each interview
- Learn ways to gain acceptance and achieve “win-win” outcomes
- Find ways to turn a negative question into a positive statement
- Learn how get their points across
- Learn how to gain and maintain control of an interview
- Recognize the types of crisis situations that may occur in their organization and how to effectively deal with them

Interview sessions are taped and then played back for critique, giving you an opportunity to pick up tips on what you're doing well and learn ways to improve your techniques and messages. The tapes are yours to keep. You'll also learn to identify issues that may affect your company and industry, recognize public relations pitfalls, and help you make the most of opportunities to promote your product or service through radio, television and print media.

Among Don's media-training clients are authors, attorneys, executives, government officials, lobbyists, physicians and religious leaders.