

# MediaScoop

**E**xposure organizations gain from media interviews can provide incalculable promotional value and substantially affect public opinion. The exposure is free and, when used effectively, much more credible than paid advertising. However, many people shy away from these promotional opportunities, fearing they may say the wrong thing, or have their statements twisted by the media.

**MediaScoop** is here to help. It's a one-day workshop that provides the techniques spokespeople can use to gain confidence and skill in dealing with the media. By the end of the day everybody—introverts and extroverts, alike—sees very noticeable improvement in their ability to speak to the media and a truly measurable change in their confidence levels.

## PROGRAM OBJECTIVES

At the end of one day of training you will be able to:

- Provide credible answers to the toughest questions from reporters and interviewers.
- Say what needs to be said during an interview, without being manipulated by an interviewer.

## HIGHLIGHTS

### Preparing for an interview

Learn how to prepare for an interview; know what needs to be said and how it needs to be said.

### Answering tough questions

You will learn how to handle tricky questions from reporters; all sorts of phraseology tricks that make even simple questions difficult to handle. And to make this segment more worthwhile, the questions will be

taken from each participant's real-life situations.

## Mock TV Interview

In the afternoon, you will participate in a mock TV interview. This interview, too, is totally focused on your real-life situation. You'll experience first hand, the strategies interviewers use to take control of the interview. And then you'll get a chance to see for yourself how simple it is to turn the interview around and focus the discussion on the things you want to say.

## Lots of practice

The day is filled with practice and feedback opportunities, all of which revolve around each participant's real life situations. And practice sessions are recorded on DVDs—participants each get their own DVD showing their progress throughout the day—so that everyone sees exactly how they are doing and what they can do to improve further.

## Get the inside scoop

At the end of the day, you'll have the real scoop on the media. You'll walk away looking for opportunities to involve the media. You'll be comfortable, confident and articulate in front of any reporter or interviewer.

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