

## **EFFECTIVE MEDIA COMMUNICATIONS**

Your organization's reputation and credibility sometimes depends on your ability to work effectively with the news media. By developing and sharpening your communications capabilities, you can minimize negative news coverage and help ensure that your company's key messages are heard and understood.

In this workshop, you will learn the importance of having a communications plan for dealing with the media and the public, and how to make it work.

### **Benefits of Attendance**

In this large-group session you will learn:

- How to be interviewed.
- What is required before, during and after an interview.
- How to get your points into an interview.
- The most common (and damaging) media traps.
- Why it is important to have a working relationship with the media.
- What reporters want to know and why.
- How important perceptions are to your reputation.

### **Who Should Attend**

This first-level media training session is appropriate for anyone who may have to deal with the media. This workshop provides individuals with the skills necessary to successfully communicate in a variety of media relations settings (ranging from informational interviews to incident communications.)

### **Workshop Outline**

8:00 a.m.	Media Relations Basics: focuses on how to prepare for the media interview. Stresses the need for strategy before any encounter with the media. Opening remarks, including Ammerman intro and session agenda
8:45 a.m.	Interview #1: participants will be challenged to implement strategic, high-level messaging throughout the interview.
9:15 a.m.	The Most Common and Damaging Media Traps
9:30 a.m.	Break
9:45 a.m.	Critique Interview #1
10:30 a.m.	Prepare for Interview #2
10:45 a.m.	Interview #2: Gives participants an opportunity to take control using bridging and other techniques during the interview process to accomplish specific goals.
11:15 a.m.	Critique Interview #2
12:00 p.m.	Lunch

12:45 p.m.	Crisis Communications Basics: a comprehensive overview of crisis communications management, focusing on the five stages of crisis management. Includes recent case studies of companies in crisis. Participants also learn a strategy for handling a media briefing or press conference.
2:00 p.m.	Break
2:15 p.m.	Crisis Scenario: a crisis scenario is presented to the participants. They are forced to make judgement calls about the situation, and about what they will communicate to the media.
2:45 p.m.	Press Briefing #1: participants must deliver an initial statement about the situation to the media.
3:00 p.m.	Critique Press Briefing #1
3:45 p.m.	Crisis Scenario Update: additional developments regarding the scenario are provided.
4:00 p.m.	Press Briefing #2: participants now implement strategy in delivering updated information about the crisis.
4:15 p.m.	Critique Press Briefing #2
5:00 p.m.	Wrap-up activities, including handouts and session evaluation

### **Program Options/Costs**

Price: \$4950 for the first three people. \$1050 for each additional person. This seminar accommodates six people.

Location: Your location or a facility in Houston. For out-of-town sessions, necessary travel expenses for two Ammerman staff members will be added to the session fee. We provide most of the equipment necessary to conduct the training. However, we do ask that you provide the location (with two rooms), an LCD projector or TV/Monitor and lunch for your people and the Ammerman staff. There is an additional charge for international travel and those prices are available on request.