

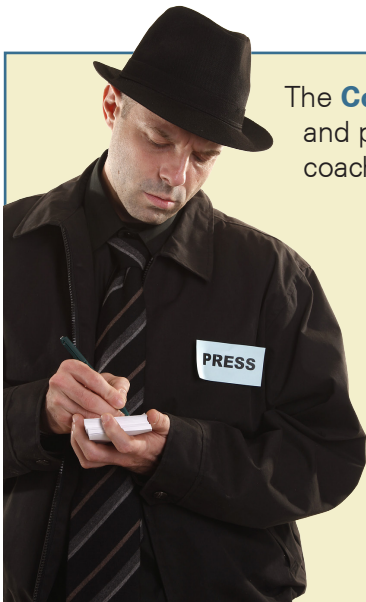
# COMPREHENSIVE MEDIA TRAINING

“How to be Effective  
with the Media”

**NMV Strategies** media training sessions are designed to provide business professionals with the insight, capability and confidence to deal effectively with the media during normal business activities and crisis situations. Each session is customized for the audience as it relates to their market areas of business and their roles in the company.

## The Comprehensive Media Training covers the following topics and situations:

- Discussion on the role of the media in business
- What are the objectives of the business reporter?
- Thinking like a reporter to be prepared
- How to be prepared when a crisis or potential negative situation occurs
- Confidence, not defensiveness, when “CNN” is knocking on your door
- When it’s right to say, “No Comment”
- Is saying this is “off the record” ever the right thing to say?
- Preparing for a press conference/interview
- Damage control within social media
- Debriefing and learning
- Preparing for the next crisis on-camera interview



The **Comprehensive Media Training** includes personalized multi-media mock interviews and press conferences that are videotaped and critiqued. In addition, participants will be coached during their interviews on the following points:

- Utilization of **key message points**
- How to rephrase **potential volatile questions**
- Controlling **body language**
- Pausing for **emphasis and redirect**
- **Protecting the company’s brand**, image and positioning in the marketplace

**The butterflies** in your stomach may not go away (and they don’t have to). This training will reduce your anxiety by teaching techniques so that the butterflies fly in a formation that you control!

