

Engaging the Media

Overview

As a former broadcast journalist, Kate Nugent Curtis brings a behind-the-scenes, insider's approach to her media interview training. Participants learn to prepare key messages, navigate tough Q&A, and successfully conduct a media interview with confidence and skill. From traditional to digital media, this is a practical and indispensable program for every spokesperson in your organization.

Program Options

Media Guidelines and Insider Advice • Key Message Preparation • Controlling the Discussion
Managing Q&A • Spokesperson Credibility • Confident Delivery

Methodology

Our proven methodology ensures quick assimilation of each new skill, enabling our clients to immediately apply the tools and techniques from the training directly into their current situation. Each session is highly customized and issue-specific, based on the client's needs and experience.

- Pre-training Questionnaire: Each participant is asked to complete and return a questionnaire prior to the session. The agenda is customized based on responses and prior experience.
- Video Feedback: Throughout the day, participants will have the opportunity to practice skills on-camera and receive immediate feedback.
- Training Manual: Participants will receive a binder containing essential techniques, worksheets, and concepts structured to align with the flow of the session.
- Media Elements:
 - **Content:** Shaping and structuring your message
 - **Delivery:** Perception control - Achieve congruence between words and meaning
 - **Credibility:** Word choice - Gaining audience trust
 - **Influence:** How to skillfully finesse the interview to get the headlines you want
 - **Q&A Control:** Staying on message / Managing tough questions
 - **Rules:** Leveling the playing field with a reporter / Media guidelines & tactics
 - **Confidence:** Addressing anxiety and employing a strong mindset

You are what you take time to become.

About Communication Tactics

Founded in 2002, Communication Tactics is a premier provider of corporate communication training and leadership development programs. We have been working with businesses and individuals nationwide for nearly three decades to build strong, confident communicators at every level of your organization.

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