



## **Onsite Workshops for Your Team, Specifically**

One- and two-day training programs to ensure that  
you benefit from every news media encounter



# **MediaSavvy™ Media Relations Training Programs**

*from*





## MediaSavvy™ Training Programs

**Two-day workshops & one-day seminars from the leader in communication education...**

Crafted and facilitated by experienced, award-winning journalists, MediaSavvy™ programs provide your team with proven methods for enhancing your public image.

You'll benefit from insider advice on presenting yourself credibly, handling tough interviews, and recovering from public relations cave-ins. You'll also discover techniques for cultivating your media relationships and enjoying some public relations sunlight.

MediaSavvy programs are popular among high-visibility executives, opinion-shaping professionals, and responsible government officials. These programs are regarded as the most effective means of preparing for any type of situation, any style of interview, and any brand of reporter.

### Programs at Your Location, to Benefit Your Team, Exclusively

Your opinion-shaping team should train as a team, developing ideas into best practices, polishing phrases into ever-ready sound bites. As such, TSOD only provides privately scheduled team training programs that dovetail with your media relations requirements.



#### **Two-day Workshops . . .**

. . . Feature videotaped practice interviews to upgrade instructional sessions into challenging exercises. You'll be put on the spot (more than once) by a real, live television reporter as the camera rolls, and the results will be there for all to see (and critique). It's not an attempt at embarrassment, but vital preparation. We'd rather squeeze the stuffing out of you in a classroom than see your stuffing next to Mike Wallace's wingtips. This is our original "media boot camp" experience, made even more interesting if you specify two facilitators (for extra ambushes).

#### **One-day Seminars. . .**

. . . Roll-through the curriculum quickly. We'll deliver proven tips, tricks, and techniques with a fire hose, so bring a big bucket. Designed for organizations in need of media training—but lacking the days or dollars required for the full course—this seminar strips-out video coaching and critiques, but retains core instructional content.

### Effective Training, Guaranteed Reliability

TSOD MediaSavvy programs are available at your location, for your team, anywhere in the United States. We'll provide instruction services and all course materials. We'll ask you to provide training space and, of course, participants.

Two-day workshops can accommodate up to twelve participants; One-day seminars are best limited to groups of 30 or fewer persons.

You'll always benefit from our fully bundled tuition rates, which ensure that your costs are reasonable and predictable. We never add additional fees for instructor travel, expenses, participant materials, or anything else.



## MediaSavvy™ Training Topics

### 1. The Inside Story: What You Need to Know About Reporters

You'll discover the process through which news becomes news. This eye-opening, behind-the-scenes tour benefits your awareness of reporters' needs, wants, expectations, and limitations. This baseline session prepares you to forge relationships that position you as an influential, credible news source.

### 2. What You Need to Decide: Now

You'll benefit from our trademarked "Speak, Spin, or Stonewall" media plan: A set of best practices that map-out preferred tactics before the phones start ringing. In addition, you'll find out how to preserve your credibility and good faith when you can't make comments.

### 3. How to Craft Sound Bites that Win Public Approval

You'll learn a guaranteed method for getting your perspective in print or on the air. You'll find out which words, phrases, and verbal techniques guarantee positive positioning in news stories. In addition, you'll revisit reporter motivations to correctly identify interview expectations and help guarantee positive interview results.



### 4. How to Look and Sound Your Best

You'll discover easy ways to impress your audience through essential nonverbal cues. You'll benefit from new research into gestures, body language, posture, mannerisms, clothing, and facial expressions. These nonverbal influences account for as much as 70 percent of viewer perception, and you'll learn techniques for easily capturing a 70% advantage.

### 5. How to Handle the Rough Stuff

You'll practice proven techniques for contending with challenging interviews, including some secret weapons that even the slickest interrogators haven't yet learned to overcome. You'll find-out why the old spin technique is best described as "old," and how to replace spinning with recovery methods that preserve your reputation.

### 6. What to Do if the Results Aren't Accurate

In this section, you'll learn how to deal with inaccurate reporting. More importantly, you'll learn how to ensure that no bridges are burned—that future encounters with the same reporter reflect your commitment to positive media relationships.





## Benefit from Video Practice & Coaching

Two-day MediaSavvy Workshops include videotaped practice interviews. Through these realistic exercises, you'll find yourself in the line of fire. You'll field questions from an experienced television reporter as the camera rolls. And you'll discover how well you handled the situation through video playback critiques.

The interviews—and playback critiques—are conducted in a full-class setting, ensuring that you'll gain the full benefit of other participants' experiences. To ensure the full participation of each person, two-day workshops are limited to twelve persons.



## Work with a Uniquely Qualified Facilitation Team

You'll hear from experienced journalists whose careers evolved into public relations, corporate education, and university faculty... One was his party's nominee in a hotly contested Congressional runoff. Another provided first flying lessons to more than 100 television reporters in "aviation's most successful" PR campaign.

You'll benefit from the techniques they've catalogued for dealing with various types of media encounters, from friendly interviews through crisis situations. And of course, you'll enjoy their proven finesse in conducting interactive, results-oriented adult education programs.



## Schedule Your Workshop

MediaSavvy Spokesperson Skills workshops are conducted at your location, at your convenience, nationwide.

The full, two-day workshop is available for groups of six to twelve persons. Larger groups may be accommodated through multiple workshops.

The one-day short course is available for groups of ten or more participants.

To schedule your MediaSavvy Workshop, contact us on 800-810-TSOD, or e-mail us at [tsod@tsod.com](mailto:tsod@tsod.com). We'll provide a Service Agreement by fax, getting you on the calendar in time to use your MediaSavvy skills before your next media encounter.

[Read the Course Description](#)

[See the Course Datasheet: Details, Details, Details](#)

[When You're Ready to Schedule: www.tsod.com/express](http://www.tsod.com/express)

[Contact us by Phone or by Internet](#)

