

Media Training

When “It” Hits the Fan

with Gerard Braud

Learn the skills you need to talk to the media
An interactive workshop with real interviews,
real cameras and real critiques

The curriculum includes:

- Introduction to the Media’s wants needs and desires
- First interview - understanding control
- Review & critique – words & body language
- Learning to take control with key messages
- Second interview - learning to use key messages
- Review & critique - perfecting your key messages
- Secrets to a good interview
- Dealing with negative questions
- Using WOW! facts
- Third interview - negative questions
- Final Review

Successful media training involves:

- On-camera role playing
- Honest evaluation of on-camera performance
- Privately addressing each participant’s unique needs
- Viewing samples of actual news stories
- Lecture on the insights of dealing with the media

Class Size Options

- Single executive 9 a.m. – 4 p.m.
- Single executive 3 hours session
- Up to 4 participants 9 a.m. – 4 p.m.
- Large group sessions 1, 2, 3 or 6 hours

A class of four or fewer people guarantees each participant is privately interviewed and critiqued by Gerard Braud. This format is recommended to achieve the highest performance by each participant.

Seminars for larger groups should be considered an introduction to media training. Interviews in large settings involve participants being paired with a fellow audience member. Such role-playing does not achieve the same high level of proficiency as a class of 4 or fewer people.

To book a session, check availability or pricing, contact
Gerard Braud 985-624-9976 or gerard@braudcommunications.com
Learn more at www.braudcommunications.com

About Your Trainer

Gerard Braud is an international trainer, regarded as an expert in media relations and, crisis communications, often known as the guy to call when “it” hits the fan. He has practiced his craft on four continents.

From 19979 to 1994, Gerard was an award-winning journalist with affiliate reports seen around the world on CBS, NBC, CNN and the BBC.

As a media trainer, Gerard has worked with an impressive selection of the Fortune 100 companies, top government agencies and leading non-profits.

As a spokesperson, he has been quoted in more than 500 publications around the world and interviewed by many of the world’s leading television networks.

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www.crisiscommunicationsplans.com

www.schoolcrisisplan.com

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Media Training Agenda for full day class of 1-4 people

9 a.m.

- Understanding the wants, needs and desires of the media

10 a.m.

- First round of on-camera interviews
- Critiques and evaluations

11 a.m.

- Understanding body language
- Learning to take control
- The art of developing kick-butt key messages

Noon

Working Lunch

1 p.m.

- Second round of on-camera interviews
- Critiques and evaluations

2 p.m.

- How to deal with negative questions
- Controlling your frustration and anger

3 p.m.

- Third round of on-camera interviews
- Critiques and evaluations
- What's next?

4 p.m.

Conclusion

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