

# MEDIA *training*



## Private Training

### Learn the skills you need to talk to the media

Class size options:

One executive 9 a.m. - 4 p.m.

First executive 8 a.m. - noon; Second executive 1 - 5 p.m.

Four participants 9 a.m. - 4 p.m.

### Spend a day under the hot lights in the hot seat

An interactive workshop with real interviews, real cameras and real critiques.

#### LEARNING OBJECTIVE

- To control every interview, thereby avoiding damaging and costly public comments that hurt the bottom line and reputation of an organization.

#### THE AGENDA

- Understanding the wants, needs and desires of the media
- First round of on-camera interviews
- Critiques, evaluations and understanding body language
- Learning to take control
- The art of developing kick-butt key messages
- Second round of on-camera interviews
- Critiques and evaluations
- How to deal with negative questions
- Controlling your frustration and anger
- Third round of on-camera interviews
- Critiques and evaluations
- What's next

#### WHO SHOULD ATTEND?

Excellent for the CEO and executive team, front line managers, or public relations professionals. Excellent for the first-timer or the veteran who needs a strong refresher.

#### GROUP SEMINARS

Seminars are available for large groups of virtually unlimited size. Please ask for the special seminar brochure for details.

#### ABOUT YOUR TRAINER

Gerard Braud is an expert in media relations and an international professional speaker and trainer. He has coached top executives on four continents

For 15 years, Gerard was an award-winning journalist on the front lines of breaking news, with affiliate reports seen around the world on CBS, NBC, CNN and the BBC.

He is also a Fellow of Environmental Communications from the Institute of Environmental Communications at Loyola University and a member of the Institute's adjunct faculty.

Gerard Braud Communications  
408 Heavens Drive  
Mandeville, LA 70471  
985-624-9976 (New Orleans)  
Fax: 985-674-9121  
gerard@braudcommunications.com  
www.braudcommunications.com



Gerard

B R A U D

communications

# MEDIA *training*



## Group Seminar

### Prepare to meet and speak to the media

Class size options:

- Unlimited Class Size-Half day
- Unlimited Class Size - Full day

### Get a sneak peak inside the world of the media

An interactive workshop designed to put you on the road to media interviews.

#### LEARNING OBJECTIVE

- To control every interview, thereby avoiding damaging and costly public comments that hurt the bottom line and reputation of an organization.

#### THE AGENDA

- Understanding the wants, needs and desires of the media
- First round of interviews and critiques
- Understanding body language
- Learning to take control
- The art of developing kick-butt key messages
- Second round of on-camera interviews and critiques  
(Items above offered for both full day and half day. Items below full day only)
- How to deal with negative questions
- Controlling your frustration and anger
- Third round of on-camera interviews and critiques
- What's next

#### WHO SHOULD ATTEND?

Excellent for executive teams, front line managers, and public relations professionals. A great way to familiarize large groups with media tactics.

#### PRIVATE COACHING

In a group setting, role playing interviews are done with fellow participants. You may wish to consider additional private training for potential spokespeople. Private training includes frank, one-on-one role playing conducted by Gerard Braud. Ask for details and pricing.

#### ABOUT YOUR TRAINER

Gerard Braud is an expert in media relations and an international professional speaker and trainer. He has coached top executives on four continents

For 15 years, Gerard was an award-winning journalist on the front lines of breaking news, with affiliate reports seen around the world on CBS, NBC, CNN and the BBC.

He is also a Fellow of Environmental Communications from the Institute of Environmental Communications at Loyola University and a member of the Institute's adjunct faculty.

Gerard Braud Communications  
408 Heavens Drive  
Mandeville, LA 70471  
985-624-9976 (New Orleans)  
Fax: 985-674-9121  
gerard@braudcommunications.com  
www.braudcommunications.com



Gerard

B R A U D

communications