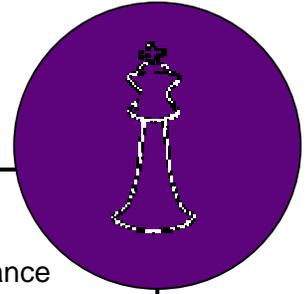


DEVENEY COMMUNICATION

MEDIA TRAINING



A well-handled interview strengthens an organization's position, while a poor performance can undo years of credibility. The good news is that handling media encounters takes skills that can be learned.

The goal of Deveney Communication's media training is to prepare spokespeople for media encounters by providing them with the tools and techniques to communicate their organization's key messages—in short, to maximize every opportunity when dealing with print, broadcast and electronic media.

Ultimately, the training program equips "graduates" with the skills required to control encounters with the news media, thereby ensuring that the decision regarding whether or not to be interviewed is made for solid strategic reasons.

How the Program Works

The first half of our training program covers the following topics:

- Who are the media and how should you treat them?
- Designating spokespeople
- How to prepare for and control an interview
- Interviewing the media before they interview you
- Maximizing control in any interview situation
- Message-driven interviews
- Recognizing different interview styles
- Responding to summary questions, multiple and loaded questions and other common traps
- Rephrasing techniques

Additionally, we outline the information needs of the media, how to meet those needs and how to turn media inquiries into communication opportunities. We also facilitate the development of key messages designed specifically for your organization. These messages are further dissected for dealing with inquiries on specific issues.

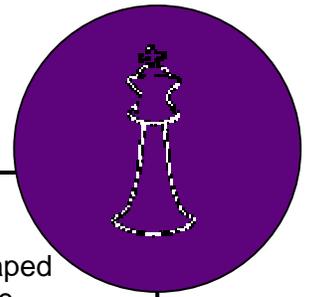
The second part of the program focuses on interview simulations. Former or practicing members of the media conduct the interviews to provide as authentic an experience as possible. In addition, these journalists offer their points of view on how spokespeople can work more effectively with the media.

2406 Chartres Street
New Orleans, LA 70177

504.949.3999
pr@deveney.com



DEVENEY COMMUNICATION



Close attention to the “do” and “don’t” rules of dealing with the media can mean the difference between success and failure. The opportunity to objectively analyze videotaped interview simulations can help your leaders fine-tune their skills when appearing before cameras or microphones.

Following the simulations, each interview is played back and we provide a constructive review of the “performance.” Usually there is time to conduct two simulations. The improvement between the two is often dramatic.

Additionally, we will incorporate your media policy and the questions you should ask a reporter in order to determine which spokesperson should address particular issues for all participants.

In short, your leaders will come away from the media training program holding the map to steer around media mishaps while leading to confident, controlled media encounters that place the organization in its best light.

2406 Chartres Street
New Orleans, LA 70177

504.949.3999
pr@deveney.com

