

On Location

Media Training

for Your Team



Your opinion-shaping team should train as a team, sharing their knowledge and experience, developing ideas into best practices and polishing phrases into clear and simple sound bites. We offer one and two day training programs to ensure you

and your team effectively communicate your messages in every media interview.

Most people learn by doing. That's why in our media training workshops you step in front of the camera, the microphone and the reporter's notebook. You gain valuable skills, techniques and expe-

rience in the security of your own training environment.

You'll learn how to present yourself credibly and confidently to the media on camera. The interviews—and playback critiques—are conducted in a classroom setting ensuring that you'll gain the full benefit of other participant's experiences. You'll discover techniques for cultivating your media relationships and for enjoying the public relations spotlight.



What you will LEARN:

- Effective responses to media calls
- Set interview goals
- Guide the interview
- Develop and deliver key messages
- Determine what your audience wants
- Explore how reporters work and what they need
- Deliver memorable sound bites and quotes
- Respond to various Interview styles
- Various presentation techniques
- Print, in person and phone interviews

What you will EXPERIENCE:

- On-camera and on-mic exercises
- Tough interview control exercises
- Realistic radio talkshow interview exercises
- Realistic TV news interview exercises



One day workshop

Focuses on key message refinement and videotaped practice

You'll spend the morning honing your organization's key messages and the afternoon delivering your messages on-camera. You'll discover ways to use gestures, body language, posture, mannerisms and clothing and facial expressions to convey your messages memorably to newspaper, radio or television reporters and their audiences. You'll be put on the spot during mock interviews and the results will be broadcast for all to see (and critique). You'll leave the workshop with a video of your interviews for further development. To ensure full participation, one day workshops are limited to 6 people.



DAY 1:

Module 1: Negotiate and prepare for a media interview

Module 2: Develop and deliver your key messages

Module 3: Prepare and present print and radio interviews

Module 4: Prepare and present television Interviews



Delivering media & communication services in Alberta

Two day workshop

Focuses on what motivates radio, television and newspaper reporters and how to handle tough interviews.

You'll spend the first part of the day learning about the process through which news becomes news and the rest of the day answering tough questions on camera. You'll benefit from understanding the reporter's needs, wants, expectations and limitations. You'll learn which words, phrases and verbal techniques result in positive positioning in news stories. You'll also learn how to handle tough interviews and protect your company's reputation even in times of crisis. You'll learn to handle inaccurate reporting and yet ensure that

no bridges are burned—that future encounters with the same reporter reflect your commitment to positive media relationships. To ensure full participation of each person, two day workshops are limited to 10 people.

DAY 2:

Module 5: Understanding the news cycle and reporters' motivations

Module 6: Handling difficult questions in a time of crisis

Module 7: Proactive media relations

Module 8: Strategic media relations



Who the training BENEFITS:

Communication professionals including:

- Community relations
- Corporate communications
- Employee communications
- Financial/Investor relations
- Human resources
- Politicians
- Board members
- Media relations
- PR companies
- Public relations
- Public affairs

Your TAKE-AWAYS:

- A take-home video of your interview exercises
- A five-minute media interview planning card
- A copy of the course materials after the workshop
- Background readings and preparation exercises to review before and after the workshop



What do others say about our media training workshops?

"After a working partnership of over three years, I felt it was time to acknowledge how much all of us at Southland value your expertise in the field of media relations.

All the attendees, from Southland's "Media Relations" courses over the past two summers, comment on the knowledge and confidence you impart to them. Many thanks.

Only a few days after your last course, our HR Generalist, Ashley, very capably met with local media about the school bus driver shortage. She was both prepared and comfortable with the interview. You would have been proud.

Additionally, several of our senior management people, myself included, have been invited to provide comment on 'School bus Safety' initiatives or incidents. Since taking your program all of us feel at ease. Again, my sincere thanks for being our 'Media Mentor'. We look forward to our media training session in 2009."

JUNE M. READ, Assistant General Manager—Customer Relations Southland Transportation Ltd.

"I have worked with Marilyn Jones on several projects over a number of years. I am always impressed with her ability to be professional, personable, and enthusiastic, no matter the situation. She has been particularly helpful in her support of the non-profit writing and editing organizations I belong to."

THERESA AGNEW, Manager MacEwan Writing Works

"Media Mag's interactive option for media releases was a great experience! It not only allowed me to have input in where my release went, but it was easy and fun to use. Marilyn takes you through the process like a professional and really shows her expertise in the field through her knowledge of, not only individual media networks, but also individual contacts at each media outlet. Through the advancements of technology, I was able to follow along the process of sending out the release virtually and now with the new newsrooms.ca site, I can link the media release directly to our website. It is clear to see that mediamag.ca does indeed have one of the largest media directories in Alberta and why she is a highly regarded media trainer. We love being able to provide this outstanding service for our clients. Thank you!

CRESSIDA RAFFIN, Event and Marketing Coordinator—Pivotal Events 2008 Event Producer of the Year (Meeting Planners International—Alberta Branch)

"Thanks for the workshop on Friday. It appeared the finalists really enjoyed it. I was watching the level of attention of the participants. It was very apparent that you held their interest and as a result, the participants were better prepared at the end of the day to effectively deal with any media request they may encounter in the future."

KENDEL FERRIER, Program Coordinator Venture Prize...a program of TEC Edmonton

"Marilyn was enthusiastic, prepared and offered great feedback and advice! I enjoyed the workshop very much!!"

KEN BAUTISTA 2009 Venture Prize Winner

Workshop Leader

Marilyn Jones (BA, MA Communications) is the founder of River City Productions and has been working in Alberta's media industry for over 30 years. Her time and energy during much of this time has been focused on learning and teaching entrepreneurs, non-profit, arts and sports organizations innovative ways for them to promote themselves, their ideas and their mission. Marilyn's extensive knowledge of media in Alberta, her photography and video production experience and her passion for media and communications has made her a respected source for media training in Alberta.

Schedule Your Workshop

Media training workshops are conducted at your location, at your convenience, anywhere in Alberta. We bring the camera, equipment and training materials to you. To arrange for your media training workshop, please call us at (780) 695-5675 or by email at workshops@mediamag.ca. See www.mediama-g.ca for more information.



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