

The Decisive Moment



You're on.™

As you face a camera, microphone or reporter, there always comes a moment of reckoning. The interview begins, then a flurry of tough questions. You make an indelible impression on your audience, but is it the effect you want? You can command this decisive moment. With clarity, confidence and control.

Controlling **NEWS** Interviews & I

*M*iddle and senior executives usually are self-assured about their public speaking skills. They address company meetings, speak before community groups, and host key social events. They are in charge, articulate, and knowledgeable ...

... until a reporter calls.

What they then say – and don't say – can weigh heavily on your company's fragile public image and impact its market performance. They should be cautious. You must be wary.

A reporter's call can become the decisive moment for both a company and a career. Because news interviews are neither conversations nor speeches. They are rituals, often governed by secret signals, unwritten rules, and harmfully unpredictable consequences.

By understanding and learning how to manage this increasingly critical form of mass communication, you and your colleagues can stay in charge. You can avoid dangerous traps, turn interviews to your advantage, and enhance your public image.

- *How to handle an interview, in calm or in crisis*
- *Converting a media crisis to a public relations asset*
- *Techniques to win positive sound bites and headlines*
- *Tricks reporters use when asking questions*
- *Mistakes people make when answering questions*
- *Protecting your rights in an interview*
- *Preparing answers with company messages in mind*
- *Managing an aggressive or adversarial reporter*
- *How to avoid public relations suicide*

Managing *MEDIA RELATIONS*

**"Does anyone
have any
questions for
my answers?"**

— Henry Kissinger



A one-day workshop with an agenda ...

- I. *Introductory Briefing***
This segment provides an overview of the day's activities and objectives, establishes ground rules for group and individual performance, introduces the trainers, and warms up the group with a communication exercise.
- II. *News Conference***
The trainers conduct a realistic news conference, complete with a live TV camera, hot studio lights and reporters asking tough, sometimes unfair questions.
- III. *Modeling Effective Interview Behavior***
Together, we analyze videotaped media interviews of national personalities to help participants better understand excellent and not-so-excellent interview behavior.
- IV. *Critical Media Do's and Don'ts***
The trainers discuss and role play the most important media Do's and Don'ts and guide group discussion on specific issues confronting your management team.
- V. *Critical Communication Messages***
The group discusses and analyzes critical messages you want to convey to your primary publics: employees, managers, stakeholders, and customers. We teach techniques to make certain those messages become the focus of any interview.
- VI. *Television Interviews***
The training team videotapes each participant in a casually-paced but hard-hitting interview.
- VII. *TV Interview Critique and Group Discussion***
This segment is a supportive, roundtable review of the videotapes and group discussion about each individual's improved performance. We not only focus on how well participants have answered questions but also on how effectively each individual presents an authentic, audience-friendly self-portrayal.
- VIII. *Group Discussion***
The final segment is a facilitated group discussion of all questions and issues raised throughout the day to achieve optimum media-interview techniques, presentation, behavior, comfort and control.

The Media Trainers



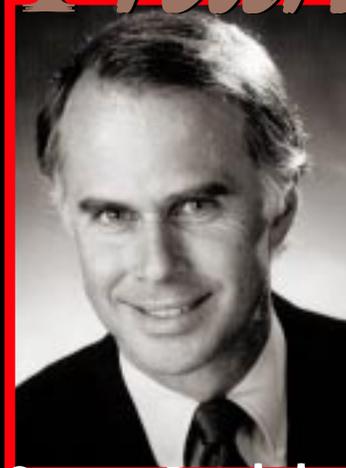
Brent Green

Brent has tamed quite a few reporters in his more than twenty years of marketing communications experience.

He has successfully guided public and community relations for McDonald's, TOTAL (a multi-billion dollar oil company), The Broadmoor (a Mobil Five-Star resort), the World Cycling Championships, a national radio network, several national trade associations, and dozens of organizations.

His decisive management of a public relations crisis following bombing of the Federal building in Oklahoma City received special recognition from the Colorado law enforcement community.

His publicity programs have resulted in countless print stories and broadcast air time, several regional awards, and many scar-free clients.



Greg Dobbs

Greg began his career as a producer, then a correspondent for 23 years with ABC News, where he won two national Emmy awards, the Distinguished Service Award from the Society of Professional Journalists, and a host of other honors.

For World News Tonight, Good Morning America, Nightline, 20/20 and other ABC programs, Greg has covered stories in more than 60 countries and in 49 states.

After retiring from ABC, he didn't retire from the media. For the next six years, Greg was the ratings-leading talk show host during his time slot at KOA Radio in Denver, interviewing innumerable business leaders about innumerable subjects, and twice winning the 'Award of Excellence' from the Colorado Broadcasters Association.

*A collaborative workshop produced by
Brent Green & Associates, Inc. and NEWSlike Productions*

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