

A Day in the Life of a TV Newsroom

with Gerard Braud

Exposing the Hidden Truths About the News Business and the People Who Report the News

A Hilarious, Fast-Paced, Interactive Program Putting You in the Shoes of TV Newspeople

In this program you will learn:

- *Secrets about how dysfunctional most newsrooms really are*
- *Manipulation techniques to get the news coverage you want*
- *Why you can't get coverage when you want it*
- *Why you get news coverage when you don't want it*

Ideal for CEOs, Executives, Associations & Public Relations Professionals

Every day people complain about the news. They ask:

- Why is news always negative?
- Why do they take people out of context?
- Why do the media always show up when we don't want them?

Participants will talk about this program for years to come because it answers every one of their questions and completely demystifies what goes on in a television newsroom every day.

Each attendee in this program wears a sign around their neck that assigns them a make believe newsroom identity, job title, and personality. Under intense pressure and organized chaos, the participants are pushed through the decision making processes of a news day, complete with acting out their own newscast.

Previous participants in this program tell us they will never look at television news the same way again.

Available as a 75 - 90 minute breakout session
Minimum 25 people and maximum 90 people

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

About Your Speaker

Known as the guy to call when "it" hits the fan, Gerard Braud (Jared Bro) is an expert in crisis communications and media issues. He is an international trainer, author and speaker, who has worked with organizations on five continents.



He is the author of *Don't Talk to the Media Until... 29 Secrets You Need to Know Before You Open Your Mouth to a Reporter.*

Gerard has been active in the field of communications since 1979. For 15 years, he worked in print, radio and television as a front line journalist. His affiliate reports have been seen around the world on NBC, CBS, CNN and the BBC.

These days, he travels the world teaching executives and spokespeople how to more effectively talk with the media to insure they are quoted accurately and never taken out of context.

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