

Media Training

Secrets You Need to Know Before You Open Your Mouth to a Reporter

with Gerard Braud

**Learn the skills you need to talk to the media.
An interactive workshop with real interviews,
real cameras and real critiques**

The curriculum includes:

- 9:00 a.m. - Introduction to the media's wants needs and desires
- 10:00 a.m. - First interview - understanding control
Review & critique – words & body language
- 11:00 a.m. - How to take control with key messages
- Noon - Working Lunch
- 1:00 p.m. - Second interview - learning to use key messages
Review & critique - perfecting your key messages
- 2:00 p.m. - Dealing with negative questions
Controlling your frustration and anger
- 3:00 p.m. - Third interview - negative questions
- 3:30 p.m. - Final Review

Successful media training involves:

- On-camera role playing
- Honest evaluation of on-camera performance
- Privately addressing each participant's unique needs
- Viewing samples of actual news stories
- Lecture about the secrets of dealing with the media

Class Size Options

- Single executive 9 a.m. – 4 p.m.
- Single executive 3 hour session
- Up to 4 participants 9 a.m. – 4 p.m.
- Large group sessions 1, 2, 3 or 6 hours

A class of four or fewer people guarantees each participant is privately interviewed and critiqued 3 times by Gerard Braud. This format achieves the best results. Seminars for larger groups should be considered an introduction to media training. Interviews in large settings involve participants being paired with a fellow audience member.

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

About Your Trainer

Gerard Braud (Jared Bro) is an expert in media relations and crisis communications. 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*.

From 1979 to 1994, Gerard was an award-winning journalist with affiliate reports seen around the world on CBS, NBC, CNN and the BBC.

As a media trainer, Gerard has worked with an impressive selection of Fortune 100 companies, top government agencies and leading non-profits.

As a spokesperson, he has been quoted in more than 500 publications around the world and interviewed by many of the world's leading television networks.

Gerard Braud (Jared Bro)

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