

Media Training

Communicating Your Story Through the Press

The news media are a highly effective vehicle for getting your message to key audiences and the general public. Unlike advertising, however, you do not control the final message that is presented about you. Communicating your story through the press accurately, fairly, and positively requires a specific set of skills that many do not take the time to master. Media Training from The Bauer Marketing Group enables you to learn, practice, and apply the skills and tactics needed to work with the press in any situation and ensure as much as possible that the story told about you is accurate and positive.

The Bauer Marketing Group offers two-day, one-day or partial-day workshops that give participants the skills they need to anticipate, understand, and guide a variety of interview scenarios. Participants gain a thorough understanding of how reporters work, what earns and maintains their interest, and how they sometimes attempt to pull information out of unwary interviewees. By understanding these techniques—and having the opportunity to practice dealing with them in simulated interviews—participants learn how to handle even the most challenging interview situations.

Skills and Techniques Taught

Participants learn and practice techniques for planning, organizing, and staying on message in an interview. Instructors coach participants to adequately prepare for an interview and how to use keyword and bridging techniques to guide the interview in the direction desired.

Participants learn to recognize common questioning techniques used by reporters and how to handle them. Effective techniques for dealing with negative coverage, hostile interviewers, and difficult subject matters also are covered.

Different interview scenarios require different skills. Participants are coached in specific skills and tactics for handling in-person interviews, phone, radio, television, and panel sessions with multiple participants.

Instructors help each participant remain professional, yet develop and reveal his or her authentic personality. By building confidence through skills acquisition, participants are able to remain in control of the interview and present the relaxed, professional, and authoritative image that earns good media coverage.

Specific skills participants will master:

- Crafting a key message strategy before the interview
- Using keywords and bridging techniques to stay on message
- Presenting an authoritative and positive image in all situations
- Handling novice, difficult or hostile interviewers
- “Bullet proofing” techniques for handling difficult situations and questions
- In person, phone, radio, and television interview techniques

In the workshop participants:

- Learn skills through individual exercises, coaching, video recorded critique and evaluation
- Receive performance feedback on interview technique, enabling them to identify and counter behavior that may be blocking effective and positive communication

The skills learned in this workshop are immediately applicable as each participant demonstrates the ability to:

- Identify key messages and goals for an interview in advance
- Stay on message no matter the interview questions
- Be quotable and memorable
- Counter negative coverage
- Prepare to handle difficult or crisis news coverage
- Recognize common tactics reporters use to probe for information and put interviewees off guard

Workshop content, format, and emphasis can be customized to a client’s specific needs.

“If you only want a puff piece, then write it yourself and give it to your customers. If you want your story to appear in the mass media, then you need to be prepared to do an interview where you might have to answer some challenging questions.”
—Sally Stewart, CNN, USA Today

Workshop Methodology

The Bauer Marketing Group offers a proven didactic model where instructors, peers, and videotape provide immediate feedback giving participants the ability to rapidly learn, reflect on, and improve their interviewing skills. Through active participation, rather than lectured instruction, participants learn the techniques of effective communication in a press interview and identify their own personal interview challenges.

Using multiple videotaped practice interview sessions—recorded and saved for each individual—participants immediately practice what they learn. Participants leave the workshop able to deal with any type or style of interview, stay on message, and always present a positive image.

Optional Elements

- Assistance in developing a corporate media policy
- Skills training in a television studio with a professional interviewer

Partial List of Previous Clients

Microsoft Corp., Redmond, Washington
University of California, Davis, California
Apple Computer, Cupertino, California
Coverity, Inc., San Francisco, California
Alchemedia Corp., San Francisco, California and Bet Shemesh, Israel
ActiveGrid, Inc., San Francisco, California
Page One Public Relations, Palo Alto, California
Whitman & Gilchrist, Inc., Portland, Oregon
Boole & Babbage, Inc., Sunnyvale, California
Adobe Systems, San Jose, California
Aldus Corp., Seattle, Washington
Autodesk Inc., San Rafael, California
Netprospect, Inc., San Francisco, California
Hewlett-Packard Inc., Palo Alto, California
Takeda Pharmaceuticals North America, Lincolnshire, Illinois
Tom Eddy Wines, Calistoga, California
Claremont Hotel and Resort, Berkeley, California
Agilent Technologies, Inc., Palo Alto, California
OpenClovis Solutions, Petaluma, California
Stanford University Rock Center, Stanford, California
Senior Advisor to the President, White House, Washington, D.C.

Workshop Format

Individual coaching sessions or workshops

Workshop Duration

Available in various durations from partial day to two-day workshops

Enrollment

Individual or up to five participants recommended

Learning Methodologies

- Interactive tutorials
- Multiple video-recorded practice interviews, with personal copies for participants
- “Bullet-proofing” practice with challenging tactics and questions
- Handouts
- Follow-up sessions are available to augment skills or address specific weaknesses

One-Day Workshop

- How the media work
- What is newsworthy?
- Presenting a consistent, positive image
- How to use key messages to guide the interview
- Being quotable and memorable
- Dealing with different types of reporters and interview styles
- “Bullet-proofing” techniques for handling difficult situations and questions
- Audio interview techniques
- Multiple video-recorded practice interview sessions with performance feedback

Two-Day Workshop

Includes Day One content above, plus:

- Advanced interview techniques
- Developing your personal style
- Countering negative media coverage
- Crisis preparation and management, and mistakes to avoid
- Beyond print and audio: panel, roundtable and television interview scenarios



Contact us for further information regarding this workshop

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