



## **Media Training**

### **Package of Basic Services**

Ashire works with nonprofits to prepare their representatives for news interviews, news conferences and similar interactions with the media. Our package includes three sessions of 2.5 hours each with four to six participants in a training group. We recommend participants be grouped according to their experience with the media and that sessions be held over three consecutive weeks.

#### **Topics include:**

- Training for interviews with print & broadcast media;
- Training for news conferences;
- What to do when a reporter calls;
- Handling recorded vs. live broadcast interviews;
- When and how to decline to answer a question;
- Helping the media minimize errors;
- What to do when the media makes an error;
- Creating talking points;
- How to exercise control over the message;
- The importance of meeting media deadlines;
- Staying in touch with reporters;
- Handling 'off the record.'

#### **Training methods:**

Emphasis is on learning by doing, including mock interviews and mock news conferences. Some of the mock interviews and news conferences will be recorded on video for critiquing. Other training methods include presentations, demonstrations, discussions and tip sheets.

### **Follow-Up Services For Specific Media Opportunities**

Coaching sessions are customized for upcoming news interviews, news conferences or similar interactions with the media. They involve helping clients tailor their talking points to the specific media opportunity, briefing the client about what to expect during the media interaction and conducting a mock interview with the client. These sessions can last 15 to 90 minutes and can be done on the phone or in person, depending on needs.

*For more information or to arrange for services,  
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