

CUSTOMIZED MEDIA TRAINING

In this highly interactive session with Shelton & Caudle, the leaders in corporate communication, you will learn how to make the most of every positive opportunity to meet the media. As you build skills, we will reinforce your progress with practice interviews, both on and off camera.

Shelton & Caudle trainees go well beyond covering what colors look good on TV or what to say instead of “no comment.” We will equip you with real-world knowledge and techniques you can use to deal effectively with reporters – as soon as you walk out of the session. Our trainers include a former network television reporter, award winning radio personality, Texas governor’s press secretary and network news producer. Our clients say that our training seems so realistic that they now feel confident in the face of any interview on camera or off.

Specifically, you will learn:

- What reporters are looking for and how to be “quotable” about the things you really want quoted
- How to exert control in an interview through everything from your confident body language to your messages
- The difference between an “answer” and a “response,” and why a response is adequate – and can keep you out of trouble
- What to say when you don’t know the answer, even though you feel you should
- How to make and take opportunities to get across your own points, whether the reporter asks you the “right” questions or not
- How to bridge, in order to keep the interview going in a direction that benefits YOU
- How to narrow or expand the scope of the question, depending on which one helps you most
- How to keep yourself on track -- and how to subtly bring reporters back there with you when they begin to stray
- How to know when you’re done – and stop talking before you get into trouble!

Extensive individual attention, examples of actual broadcast interviews, videotaped practice and sensitive feedback are all hallmarks of Shelton & Caudle training courses. For more information call us at (713) 970-2108.

Shelton & Caudle is a division of Vollmer Public Relations, with offices in Houston, Dallas, Austin and New York.