



High Stakes Media Training

Our course is crucial for professionals who are required to provide interviews in print, radio, and/or social media. In this course, we prepare your team to deliver your company's message with success and message control. To do this, your team 1) controls both the message delivered and the precise quotes used by the media; 2) delivers a clear, memorable message; and 3) has developed effective "message supports" (sound-bites, statistics, and anecdotes).

Led by dynamic Senior IG Trainers with real-world, award-winning journalism experience, our unique training method focuses on concentrated one-on-one and small-group simulated interviews. These simulated interviews are recorded, honing the skills of your team members, enhancing their ability to deliver effective interviews in print, radio, and/or social media.

Course Overview

Effectively Addressing Spin

Spin is a form of propaganda, achieved by providing a biased interpretation of a statement or event in order to sway public opinion in favor of the interviewee—or against them. Spin is often contained in the way an interview question is framed. It is also achieved by selective quotation or by framing the quote to cast a particular light on it. In this exercise, each participant will acquire the skills required to recognize and effectively respond to spin.

Staying on Message

In this exercise, each interviewee will acquire the skills required to prevent themselves from being derailed by the interviewer, regardless of the questions or statement posed.

Using Sound-Bites

Each participant will acquire the skills to effectively respond in sound-bites when necessary, decreasing the likelihood of negative headlines as well as dramatically increasing their personal credibility.

Avoiding Ambush

In this exercise, each participant will be introduced to the 50 most common leading and ambush questions. Furthermore, each participant will acquire the skills required to effectively respond to ambush or leading-questions.

Explanation of Complex Topics, Theories, and/or Data

Audience members often become irritated or turned off when they do not fully understand complex topics. It's the media team's job to deliver their content so that it is easily and clearly understood by their desired audience. In this exercise, each participant will acquire the skills required to clearly explain complex topics, theories, and/or data.