



Media Relations Training with acclaimed instructor, “JIM STANTON”

MEDIA TRAINING Work Shop Training Opportunity

DO YOU HAVE ENOUGH PEOPLE IN-HOUSE WHO CAN DEAL WITH SPEAKING TO THE MEDIA.... WHO CAN GO BEFORE A CAMERA..... WHO CAN PARTICIPATE IN A MEDIA SCRUM?

We are offering two, one day courses on May 20 and May 21 8:30 AM -4:30 PM

This one day work shop prepares attendees to handle any media situation where you are called upon by the media to represent your actions, or give insight as to your department's actions.

The cost for this **Course is only \$390 per person** and seats are limited.

Program Objectives

1. How to be proactive with the media.
2. How to communicate powerfully with the media.
3. How to have confidence dealing with every media encounter.
4. Learn what the media want from an interview.

Teaching Objectives

1. Meet the needs of TV, radio and print media.
2. Turn breakdowns into breakthroughs.
3. Handle studio, stand up and telephone interviews, scrums and news conferences
4. Develop “bridging phrases” and handle the “worst possible” situation
5. Determine what goes into news advisories and news releases.
6. Monitor the reactions of their “publics” and evaluate the success of media relations programs.

**LOCATION: VISITOR'S INN, MEETING ROOM
649 Main Street West, Hamilton, Ontario**

DATE: May 20 and May 21 2008, 8:30 AM – 4:30 PM

Limited Seating: Register today via email
WWP & ASSOCIATES, Emergency Consulting

905 529 5828

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