



RHEEM MEDIA

MEDIA TRAINING
SEMINARS

Presented By
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President

MEDIA TRAINING SEMINARS

It takes more than a good speech or news hook to effectively convey an organization's key messages. Whether the opportunity is a shareholders' presentation or an interview with a major network, it is vital that spokespersons are prepared with the necessary skills and techniques to deliver the bottom-line numbers or the key sound bite that makes the nightly news. Changing news formats and ethics, the World Wide Web & Internet, a spectrum of 300-plus cable channels, and the rising expectations of a multimedia generation are changing the communications marketplace. Every organization needs to understand and master these changes to ensure that they are effectively conveying the impression and message that supports their broader goals and objectives.

RheemMedia is pleased to offer clients a range of communication training seminars designed to give spokespersons, be it the CEO or the local plant manager, more effective communication skills.

Day-long training seminars are designed around a client's specific needs:

- Media Interviews (Print, Radio, Television)
- Television and Radio Talk Shows
- Press Conferences, Media Briefings, and Editorial Board Meetings
- Presentations (Corporate, Public Hearings)
- Speech Delivery
- Testimony (Congressional and in the Courtroom)
- Message Development
- Crisis Communication

In addition, **RheemMedia** offers half-day refresher sessions for "graduates" of our one-day seminars, as well as advanced sessions on the media (e.g., how a television story is produced), multimedia technology and advanced presentation skills. **RheemMedia** seminars involve award-winning professionals from the media. We use personal instruction and highly realistic exercises -- all captured on video for immediate review -- to coach, train and rehearse message delivery. Unlike many trainers however, **RheemMedia** professionals understand that it takes more than simply rehearsing in front of a camera to develop effective communication skills.

Why Get Training?

Successful executives and managers recognize the importance of building public support and shaping public opinion. But they also know that when they are unable to respond quickly, confidently and persuasively to communication opportunities, they can fail to make their best case in the "court of public opinion." **RheemMedia** training seminars are designed to help executives and managers score well, with confidence and poise, in public speaking and in media interviews.

You Learn By Doing

Through the "learn-by-doing" counseling process, you are taken through real-life scenarios that build confidence and, with it, credibility. You learn how to take control of interviews or speaking opportunities; how to reach the audiences you want; how to disarm adversaries; how to convey a winning attitude; and how to win acceptance of your points. Trainees are shown how to handle potentially intimidating situations and stay in control, turning challenges into opportunities for objective and favorable reception or news coverage.

Graduates of our seminars report significant improvement in their ability to speak positively one-on-one to small groups, large audiences, and news reporters and editors. Media training seminars are proven to be especially effective in training spokespersons to address technical or sensitive subjects, including environmental, health, safety and other public issues.

A Personal Experience

- ⊙ *Customized* to your needs -- whether broad or narrow -- from developing stronger public speaking skills or learning effective media relations techniques to communicating with your specific audiences in specific situations.
- ⊙ *Sized* to give you the proper mix of individual attention and group interaction. Classes are generally one to four participants; larger classes are also available.
- ⊙ *Personalized* to help you make the most of your natural strengths and style, and to address any area for improvement.

How Is The Day Structured?

Each training agenda is custom tailored to the client's particular needs. Each day generally includes personal guidance on speaking and interviewing techniques, message development, audience analysis and control, preparation for public speaking, and special insights on how the media works.

You are then led through a series of on-camera exercises tailored to your needs that may include conducting a stand-up television interview, participating on a talk show or panel, handling telephone interviews, and running a press conference.

We spend time developing both the message you want to deliver and the secrets to effectively answering questions from audiences and the media.

You Gain Actual Experience On

- How to handle tough questions.
- How to gain confidence and take control of an interview.
- How to develop and deliver sound-bites.
- How to communicate in a crisis.
- How to avoid being misquoted.

TV Playback Helps Us Counsel You

We use television as a teaching tool, with a trained camera operator providing you with a confidential record of your progress. We look at the videotape together to review your work and to enable you to make immediate corrections under the guidance of our professional instructors. At the end of training, you take with you your own personal videotape, along with our special media training manual, a valuable reference tool that contains speaking and interviewing tips, tricks of the trade, and follow-up suggestions.

Your Progress Is Ensured

We have trained hundreds of executives and managers representing a great range of experience and talent. Our goal is to have fun while providing clients with valuable practice, helpful insight, a greater sense of control and a positive outlook toward speech, presentation and media opportunities.

What RheemMedia Brings to Speaker Training

Courses are taught by **RheemMedia** professionals, all former journalists, seasoned in the communication challenges facing today's businesses, organizations and institutions -- from internal employee relations to public speaking, news media relations and community relations.

RheemMedia has broad experience counseling individuals, companies and organizations on the development and communication of messages. Because we specialize in turning technical information into simple, lay language, and because we counsel clients on crisis communication and coalition building, we are the perfect partner for company managers and executives who face challenges in sensitive issues and situations.

A proven avenue to shaping and developing messages (on issues, on company topics, on products)--and to delivering them *persuasively* to your audience.

BUDGET

Every **RheemMedia** media training program is unique. The day's agenda, the training scenarios and the briefing materials for our professional staff are all specifically targeted for individual clients. A network-trained camera operator is available along with the former journalists and other professional staff that will conduct the training. Each participant leaves with their own VHS recording of their on-camera work in addition to a valuable resource manual offered exclusively by **RheemMedia**.

The seminars are offered at \$4,500 for a full day of training. Off-site sessions are offered at the same fee level, exclusive of transportation and other expenses incurred outside of our normal training operations.

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