



Helping Smart Executives Communicate More Effectively

MEDIA TRAINING

Highly intelligent professionals – executives, physicians, engineers, and others – are often smart, capable and accomplished people, but they aren't always the best communicators.

With more than thirty years of experience, Barbara Haig and Jeff Jackson help spokespeople conduct news media interviews that promote and protect the organization's reputation, share new ideas, and communicate key messages.

Media Training Workshops

As former award-winning news reporters and producers, we personally conduct coaching workshops that are flexible to fit each client's specific needs:

- **Half-day and Full-day Workshops** – Designed for groups of six to twenty participants. Focused on helping participants understand the news media, develop appropriate messages and conduct successful interviews.
- **One-on-one Coaching** – Designed for a spokesperson who wants or needs assistance that is highly individualized, focused on a specific media challenge, or more intensive than in our typical media training workshop.
- **Event-specific Preparation** – Designed for spokespeople preparing to handle a specific media situation. In addition to learning basic media interviewing skills, participants receive assistance in developing messages, anticipating reporter questions and rehearsing media interviews.

Workshops can be adjusted to accommodate any timeframe or situation and can be held at a client site or other location. We include videotaped interviews with participants and provide review and constructive feedback.

For additional details, please see reverse.



About Haig/Jackson

Since 1995, we've provided executive communication coaching and outsourced communication assistance to clients such as:

- ASQ (American Society for Quality)
 - Children's Hospital of Wisconsin
 - CliftonLarsonAllen
 - Froedtert Hospital
 - General Dynamics
 - Greater Milwaukee Foundation
 - Harley-Davidson
 - Johnson Controls
 - Kohler Company
 - Milwaukee Public Schools
 - Potawatomi Bingo Casino
 - Smithfield Foods
 - United Technologies Aerospace Systems
 - Wisconsin Division of Health
- ...and many others.

Our expertise is based on our extensive experience in three crucial areas: in the news media as award-winning reporters and producers, in corporate communications and media/public relations, and as successful executive communication coaches.

To learn more

Email info@haigjackson.com, call 866-221-6074, or visit www.haigjackson.com.

Media Training Seminar Details

Key Success Factors

Our work with clients – from CEOs and CPAs to physical therapists and plant managers – focuses on the three critical elements that can significantly influence the outcome of media interviews:

- How clearly spokespeople understand their audience and objective
- How consistently they prepare
- How confidently they conduct the interview

Personalized Sessions

Through pre-seminar surveys and strategy conversations, we modify each session to address specific needs, concerns, typical media interview situations and special circumstances. We personalize the program content to include:

- Learning to overcome fears
- Discovering what makes news
- Finding out how reporters work
- Preparing for an interview
- Developing appropriate messages
- Delivering messages effectively

Media Training Examples

We have customized and successfully delivered these comprehensive, interactive and entertaining workshops to hundreds of spokespeople, helping prepare:

- A global defense contractor's executive leaders to handle a crisis through a surprise mock scenario
- A large business-to-business manufacturing company's key corporate and business unit executives for national media in preparation for a Presidential visit
- A nationally known celebrity chef for a live network television interview
- A large transportation company's chief executive and managers to handle a worst-case accident
- Several major healthcare organizations' executives and physicians for local news coverage
- An energy information company's CEO, marketing director and communications manager to develop key messages and deliver them in media interviews – as well as in presentations to potential customers and others
- An insurance company's chief executive and department heads to tell the organization's story to trade publications

Our coaching seminars provide information about the benefits of effective media relations, take the mystery out of interviews, and show the best way to effectively communicate important messages that meet organizational goals.

What Our Clients Say:

“We have found the training works because it gives participants valuable knowledge and tools in an understandable presentation that doesn't require someone be an experienced communications expert or media relations manager to apply.”

“The on-camera experience was wonderful. I will be prepared the next time the media call.”

“Barb and Jeff make the training sessions fun, engaging and interactive. People learn because they are involved, not just spectators, and that involvement is presented in a non-threatening session.”

“Very helpful! I feel much more confident about being interviewed.”



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