

IN-CONTROL MEDIA[®]

In-Control Media Training[®] is a four-to-five hour interactive lecture and discussion program, developed over nearly four decades. It prepares the client for interviews with reporters from every medium and prepares executives to conduct "live" and "recorded" broadcast interviews.

Except for extraordinary circumstances, we limit programs to no more than 10 executives at a time. That number enables us to provide individual attention to each participant.

Course Content:

- Key Media Guidelines
- The Interview: the Environment, the Rules, the Methods
- Interview Tips
- How to Dress
- What Can and Cannot Be Said in an Interview
- The Unexpected Interview
- Interviews With International Media
- Getting the Interview Room Ready