

*The Center for Advanced Media Studies*  
*Presents*  
***"Hi-Touch Communications in a Hi-Tech Era  
Risk Communications and Media Response Training"***

**Principal Instructor:** Richard Wm. Brundage, President & CEO  
The Center for Advanced Media Studies

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9:00am - 9:10am: **Opening Remarks & Introductions: Host**

9:10am - 10:30am: **Section I: Participants will learn:**

How to capture 87% of your audience in the first 5 seconds.  
Theme and bridging techniques to make sure your agenda is heard  
Exercises that create image and impressions  
How to "humanize" your organization in any situation.  
The 4 Instant Lessons of a media interview or speech  
The reporters agenda vs yours.  
How to handle confrontational interviews or audience questions.  
The 6 "C's" of professional media responding.  
The two leading character traits viewers look for in a respondent.  
Pre-interview techniques to insure a good sound bite.  
The "Cardinal Rule of Crisis Communications".

10:30am -10:45am: **Morning Break**

10:45am - 12:00pm: **Section II: Participants will learn:**

"Fact Sheets"; how to write them and make sure they are used.  
The magic "12 second" window and how it works for you.  
A look at how newsrooms operate and how decisions are made.  
Differences between television, radio and newspaper interviews.  
Creating your "Image"; how and when to do it.  
Writing for the "ear" as well as the "eye".  
How to provide balance to the story - every time.  
"practice makes perfect" exercises for the senior executive.  
How to make sure your message is clearly understood.  
40 techniques for improving your performance in any media or public appearance  
Body language techniques used by the pros.  
How never to be taken "out of context" again in print, radio or television.

12:00pm - 1:00pm: **Luncheon Break**

1:00pm - 2:30pm: **Section III: Participants will learn:**

"Case Study" analysis. Participants will be divided into small groups and given case studies on which they will prepare responses for. Each case study will represent a real situation, which if improperly responded to, would leave a negative impact on the organization involved. Individual simulated interviews will begin and will be critiqued.

2:30pm - 2:45pm: **Afternoon Break**

2:45pm - 3:45pm: **Section IV: Participants will learn:**

"Case Studies" continue with on-camera exercises. Tapes are played back and critiques are given by instructor. Concentrates on "theme building" and

sound bite techniques for print, radio and television. Students will then learn how to conduct a "News Conference", including preparing an opening statement, and fielding questions from reporters.

3:45pm - 4:00pm: **Question and Answer Session**

4:00 pm **Seminar Close - Host**

**Contact:**

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