


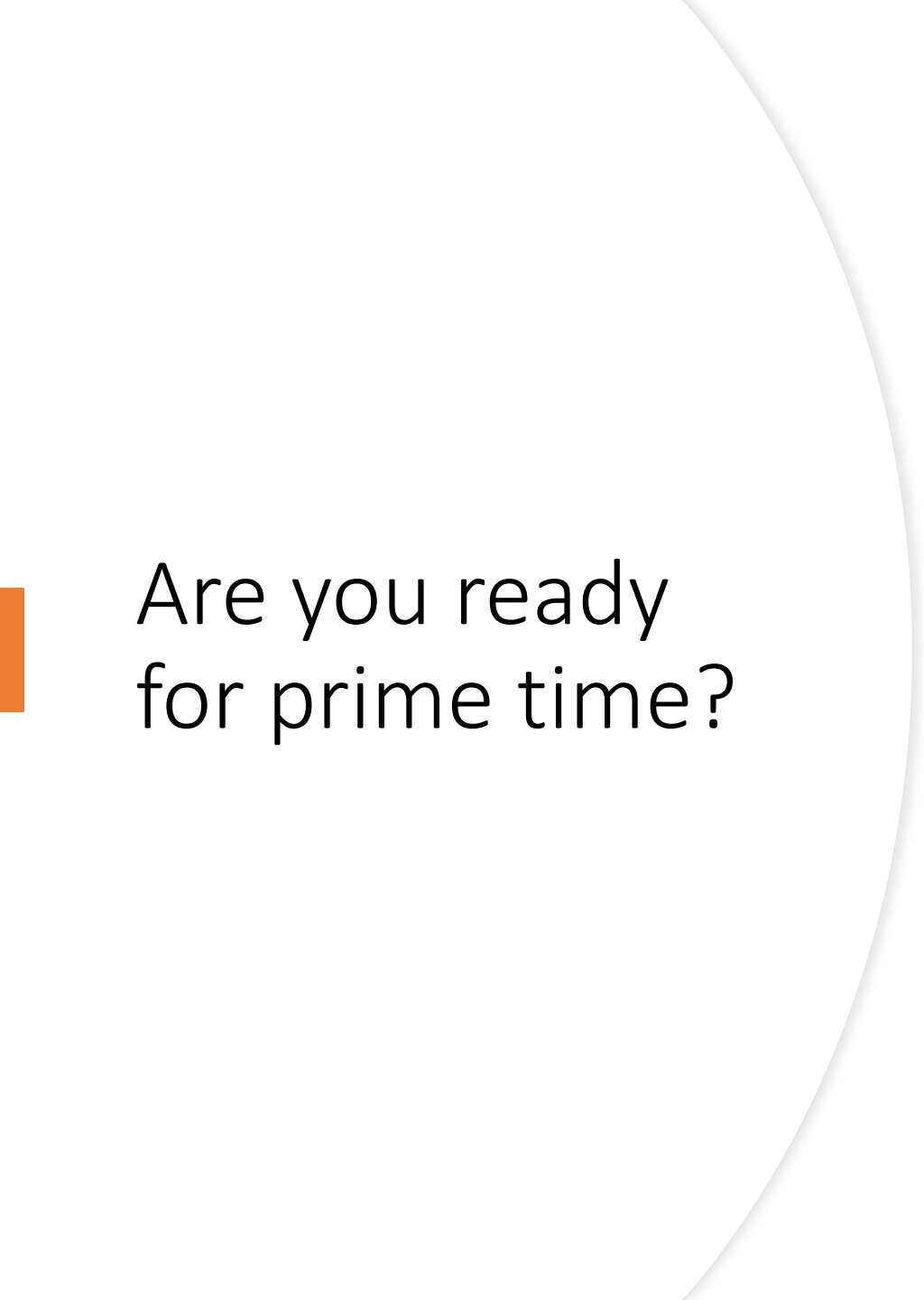
Are you ready for prime
time?

Brenda Reyes Tomassini, public relations specialist



Are you ready for prime time?

- Successful communications skills are honed by training and practice.
- There is never a second chance to make a good first impression.
- Yes...at some point you or your company will need or have some media exposure



Are you ready
for prime time?

A Media training goes beyond how to sit and dress or present yourself. It helps you learn to communicate clearly using proven skills and techniques.

In this training you will learn the basics of:



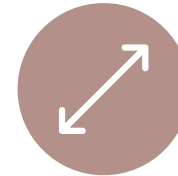
Take control of the interview process



Be an effective spokesperson



Handle basic media relations



Sell and differentiate your product, service, program, organization or point of view



Garner more and better media placements



What does this training addresses?

- **The power of personal image and brand**
- **Spokesperson preparation**
- **Message development**
- **Delivery techniques**
- **Control techniques**
- **Handling difficult media**



IMAGE AND PERSONAL PRESENCE

- A spokesperson's looks should never overshadow what he or she has to say.
- Our appearance, gestures, facial expressions or clothing can enhance or detract from your messages. Take the following actions to convey confidence and increase your credibility:
 - Use direct eye contact
 - Stand in a balanced stance or lean forward slightly when seated
 - Make natural hand gestures
 - Keep your energy level high or appropriate for the situation
 - Vary your voice level to match the significance of your message
 - Temper your body language to reflect the nature of the topic

A decorative graphic consisting of several concentric, overlapping circular bands. The bands are colored in shades of light blue and light green, with a soft, blurred gradient effect. The graphic is centered on a white background and frames the text.

Remember...

Practice makes perfect!



Spokesperson Preparation

- Before any media interview prepare yourself. If you don't feel prepared or need practice, hire a public relations professional.
- Prepare you talking points.
- Be concise.
- Know your reporter's deadline.
- Control the logistics of the interview, if on premise.
- Prepare your outfit/clothing/space/showroom.
- No groupies. Phone Silent.

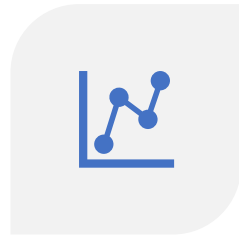
Message development



DEVELOP 3 TO 5 KEY
MESSAGES



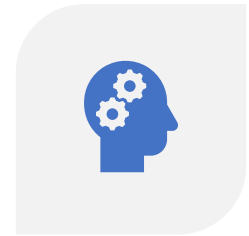
BE CONCISE



USE FACTS AND STATISTICS
(IN CONTEXT)



SHARE A PERSONAL
ANECDOTE, STORY OR
ANALOGY-IT HELPS PEOPLE
REMEMBER!



DON'T USE TECHNICAL
JARGON



Delivery techniques

- Be aware of your body language
- Don't use technical jargon
- Learn how to look at the camera
- Repeat, repeat, repeat your key messages
- Bridge and use examples, when appropriate
- Dress appropriately

Dealing with hostile media

Respond!

Don't start with a negative

Promote accuracy

Do not counter silence

Reinforce your statement

Now...You are ready for prime time!



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