

# CHERNOFF

C O M M U N I C A T I O N S



## Media Training



Chernoff Communications media training sessions empower executives to transform interviews into directed conversations that leave journalists, viewers and listeners with clear, compelling messages. We eliminate a “firing squad” mentality in which the interview subject feels obliged to dutifully follow the journalist’s lead and replace it with a strategic approach to media encounters. Clients emerge from our trainings confident and well prepared to successfully engage with the toughest reporters and news anchors.

We teach the skills and techniques that will enable you to:

- Make media appearances more impactful
- Deliver memorable takeaways
- Manage tough questions
- Bridge to message
- Be a more compelling and dynamic speaker
- Excel on camera
- Eliminate anxiety and remain cool under pressure
- Enjoy media interviews
- Become a favored guest who is asked to appear regularly

Chernoff Communications helps clients refine their messaging to be as newsworthy as possible and discover stories that connect with target audiences. We crystallize core messages to ensure they are “soundbite ready”—easy to deliver and useful for reporters—by transforming thoughts that may run several paragraphs into simple phrases, a process that gives executives a

critical edge in their interviews, allowing for easy preparation and delivery of essential messages. Importantly, our strategic messaging collaboration ensures interviews will be as productive as possible by helping executives gain a firm grasp of how to best articulate messages that will resonate with each target audience.

Beyond verbal preparation, Chernoff Communications focuses on the vocal toolkit, including pitch, pace, power and pauses, as well as visual aspects of presentation—eye contact, posture, hand gestures, movement, animation, use of visual aids, and more—to help each individual reach his or her full potential in utilizing voice and body language to communicate with maximum impact.

All our learnings are put to work during practice interview sessions that are recorded on camera so we can provide instant feedback. We will pose questions that reporters are likely to ask in upcoming interviews, including tough questions that allow clients to practice bridging and gaining control of the conversation. After each brief interview, we stop and immediately review the video together. Through feedback that is both constructive and supportive we are able to show clients how to raise the level of their performance, helping them become more directed, engaging and convincing. Then we pose more questions, creating an opportunity to improve on the spot (clients always do). Repeated practice and analysis enables trainees to quickly build their media skills.

The day's discussions, exercises, and repeated interviews, followed by immediate feedback, equip executives to meet the media with assurance and consistently deliver successful interviews.



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