

Media Command™



Custom media training solutions to fit every situation

Caponigro Public Relations' exclusive Media Command™ media training program provides custom solutions that meet every situation and help you prepare for any media encounter.

Our Media Command™ team has provided training for hundreds of organizations and executives facing all types of media situations:

- National media;
- Local media;
- Specific television, radio or print interviews;
- In-studio interviews;
- “Live on the scene” interviews;
- Positive and proactive media interviews; and,
- Serious issues or crisis situations.

Media Command™ can be tailored to your specific needs. Media Command™ includes training workshops ranging from a refresher course about the news media and how it operates to highly focused on-camera interview training by professionals who understand how reporters think. Our Media Command™ team has the news media *and* public relations experience to help you learn how to manage your message, your delivery, and your appearance.

Our media training sessions are structured to be informative, non-threatening and enjoyable. Our training is directed at making people feel more comfortable with what many consider an uncomfortable or intimidating process -- contact with the news media.

Caponigro PR's Media Command™ offers three levels of service, with opportunities to modify and customize a program that fits your specific needs. Media Command programs can last anywhere from one hour to multi-day workshops, and can provide training to as few as one person and to as large a group as desired (we have conducted media training sessions for as many as 150 people for one client over a two-day period).

The three levels of Media Command™ programs are:

Media Command™ **Essential**

An introductory level of media training designed to provide an overview of the news media and effective media response:

Includes a PowerPoint presentation that provides:

- Insights into the “inside” operations of newsrooms and the news media;
- Examples of good and “not so good” media interviews;
- What is news/what isn’t news;
- Differences between newspaper, radio, television and the Internet;
- General interviewing techniques and guidelines;
- Do’s and don’ts; and,
- An overview of effective communication of key messages and responses to routine and difficult questions.

Unlimited number of participants; and,

One-two hours -- no on camera training.

Media Command™ **Expert**

Includes all items in Media Command™ **Essential**, plus:

On-camera interview training session complete with video camera and studio lights to create a realistic interview setting

Opportunity to become more comfortable with the interview process and more effective at delivering key messages;

Up to three participants for on camera training (unlimited number of participants for PowerPoint presentation);

Conducted by two Caponigro PR Media Command™ leaders; and,

Requires three-four hours, including the PowerPoint presentation.

Media Command™ **Elite**

Includes all items in Media Command™ **Expert**, plus:

A more customized experience;

Unlimited number of participants for on-camera training;

Can include several rounds of on camera interviews to ensure effective key message delivery; and,

Depending on the situation and the size of the group, a Media Command™ **Elite** training program may last from four hours to more than one day.

Media Command™ service levels can be further customized depending on your specific needs. To determine the Media Command™ program that’s right for you, please contact Walter Kraft at kraft@caponigro.com or by telephone at (248) 355-3200.