



Media SavvySM

Media SavvySM training sessions are designed and customized to provide spokespersons and communications personnel with the knowledge, capability and experience necessary to deal effectively with the media under the broadest range of circumstances.

Media Savvy Basic

Ideal for communications personnel and management, Media Savvy Basic is an interactive, introductory session providing fundamentals for communicating with the media and coordinating media interviews for company spokespersons.

Sweeney's media training team conducts a four-hour, hands-on training course with your organization's communications personnel (1-8 participants) to advance general knowledge of and capabilities for handling day-to-day media relations, as well as during crisis situations. This module includes presentations, Q & A sessions and handouts.

Following are the fundamental ingredients of Media Savvy Basic that help you build relationships and communicate more effectively with the media:



Strategic Approach

- Looking and learning everywhere because everything is connected
- Utilizing editorial calendars
- Subscribing to e-newsletters (trade and PR)
- Tailoring pitches
- Tying pitches to trends
- Timing

Basic Etiquette

- Respecting deadlines
- Recognizing publicity is a two-way street

Relationship Building

- Building relationships on value and trust
- Communicating regularly
- Pitching story ideas that have nothing to do with your organization

Effective Communications

- Understanding the outlets you pitch
- Respecting preferences
- Scheduling media interviews
- Preparing executives for interviews
- Knowing the media (read bios, know coverage)

Media Savvy Intermediate

Media Savvy Intermediate reviews the fundamental concepts from Media Savvy Basic, and incorporates off-camera mock interviews and role playing, including extensive critique and coaching. This program is targeted at communications personnel and management who are responsible for conducting off-camera media interviews and/or for preparing primary spokespersons to handle off-camera interviews.

Sweeney's media training team conducts a seven-hour, hands-on training course with communications personnel (1-8 participants) to advance general knowledge of and capabilities for handling day-to-day media relations activities, as well as during crisis situations. Participants receive training through customized role-playing situations and mock interviews, in addition to presentations, Q&A sessions and handouts.

- Off-camera media interview training
- Situational role playing for hypothetical crisis and non-crisis situations



Media Savvy Advanced

Media Savvy Advanced is a comprehensive media training session, including multi-media mock interviews and press conferences, ideal for spokesperson training. The program includes:



- Fundamental concepts from Media Savvy Basic
- On-site professional audio/visual equipment
- Situational role playing for hypothetical crisis and non-crisis situations
- Multi-media interview training (print, broadcast)
- Mock press conferences

Basic concepts taught during multi-media training sessions include:

- Utilizing key messages
- Redirecting questions
- Controlling body language
- Watching what you say
- Dealing with prodding questions
- Managing your image
- Protecting the brand

Media Savvy Advanced is a seven-hour, hands-on training course for spokespersons (1-4 participants) designed to advance general knowledge and capabilities in day-to-day media relations activities and during crisis situations. Participants receive training through customized role-playing situations and mock interviews, including on-air and simulated press conferences.