



## Will You Be Ready For the Tough Questions?

**Build your skills and confidence in just one virtual  
media training and coaching session!**

# JUMP START

Your organization is depending on you to deliver the most effective messaging during interviews with the news media. In this one-on-one three-hour **JUMP START** virtual training and coaching, you will learn basic techniques and tips to help you answer a reporter's tough questions.

- How to prepare for the news interview, from messaging to talking points
- How to communicate messaging during phone and webcam interviews
- Techniques for staying on messaging
- Tips for responding to difficult questions

### What Participants Say

*"I appreciated how custom and tailored the training was to my field and personal needs. I learned valuable tips and lessons I'll be able to use whether in interviews or public speaking."*

- ALEX in California

*"Anne, the media coach, is very skilled; her engaging training can help the beginner and seasoned media specialist. Crafting your message and skillfully delivering it to your audience is a helpful skill I can use."*

- PAUL in Oregon

*"I liked how personalized the training was. The practice with specific feedback was most valuable; it helped build my confidence."*

- JEANNE LAUREE in Utah

*"It was comprehensive and easy to understand. The training helps you focus on creating solid messaging when working with the media."*

- JULIE in Idaho

*"I liked the interaction in our interview scenarios and watching real-life video examples."*

- ANGIE in Oregon



### SCHEDULE YOUR TRAINING

[themediacoach.com](http://themediacoach.com)

[anne@themediacoach.com](mailto:anne@themediacoach.com)

**Personalized  
JUMP START  
Work Booklet  
Included**