



SUSAN LINDNER

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Emerging Media

MASTERING THE MEDIA™

Getting in front of the media is tough. Getting the right message across to seasoned or inexperienced reporters is harder. Even the most experienced spokesperson can get caught off guard. This workshop has been honed from more than 15 years of media training to 100's of executives around the world and has been taught at the New York University Arthur L. Clark Graduate School of Journalism. Through a multi-media presentation and mock interviews, you'll take the mic at your next TV or phone interview

In this workshop, you'll learn how to:

- Identify the different kinds of reporter styles, and how to respond.
- Use the techniques to effectively deliver your message and sound bites to your key audiences.
- Eliminate the fear of speaking to reporters by honing your talking points, timing your responses, and leaving every interview with a great story and a long-lasting relationship with the media.