

Reporters Don't Hate You



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Program goal: Create a healthy attitude and add critical skills that allow your team to gain confidence when dealing with the media.

You may only get one chance with a reporter. Don't blow it. As a former reporter, Ed Barks knows how to **translate newsroom lingo** and provide insights into the **inner workings of the reporter's mind**. In this information-packed and entertaining talk, he explains how to:

- Earn positive news clips
- Unlock the secret to the most effective means of practicing for your next media interview
- Transform tough questions into manageable queries you can control
- Understand what reporters need from you—and what they don't
- Lead the reporter to ask questions you want asked
- Avoid spin by broadcasting your message while acknowledging the reporter's questions

“Reporters Don't Hate You” is a 30- to 60-minute keynote that can include interactive large and small group exercises and role plays. It can also be expanded to a half-day or full day seminar for more active learning.

Reserve Ed Barks to speak at your next meeting by contacting Ed directly at **(540) 955-0600** or **ebarks@barkscomm.com**.

Don't forget to ask about **group discounts for all publications and audio CDs** in the Barks Learning Network. This includes **Ed's media relations guide**, *Face the Press with Confidence: The Media Interview Companion*, and his book, *The Truth About Public Speaking: The Three Keys to Great Presentations*, available when you retain Ed to speak to your meeting or conference.