



## **The Art and Science of Positive Communication**

Public and private institutions across Canada are discovering the tremendous power of the media in shaping public opinion.

Public perception has become reality as reporters cover stories affecting our organizations. Today, more than ever, a bad quote can have a serious impact not only on our corporate image but also on employees' morale and on our capacity to deliver our products and services. On the other hand, efficient use of the media can become a powerful tool in the fields of public awareness and education, marketing and promotion as well as crisis management.

In order to meet the growing need for professionally trained spokespersons, Immedia Communications has developed, in both English and French, a series of dynamic workshops designed for people who occasionally have to give interviews to the media and/or to make public presentations to various audiences.

The following is a detailed description of our one-day **Positive Media Relations** workshop along with biographical notes and a partial client list. Further information about our workshops and other communication services can also be obtained on our Web site at:

**[www.immediacommunications.com](http://www.immediacommunications.com)**

Since 1995 Immedia Communications has trained over one thousand professionals in the Art and Science of Positive Communications. I sincerely hope we will have the privilege of serving your organization in the near future.

Laszlo Szabo, President  
Senior Instructor



**Immedia Communications**  
The Art and Science of Positive Communications



## **Immedia Communications**

### **Positive Media Relations**

#### **Objectives**

Our one-day workshop is intended to meet the needs of elected officials, executives, professionals and experts who occasionally have to give interviews to the media. The workshop is designed to provide participants with a basic knowledge of the media and to increase their comfort level during interviews, through a combination of formal presentation and practical exercises. The workshops are available in English and French.

#### **Components**

Practice constitutes the key element of the workshop. Each participant is interviewed twice on camera over issues within his/her areas of responsibility. The interviews are then reviewed with comments by the instructor identifying strengths, weaknesses and ways to improve performance.

The workshop covers familiarizing participants to the needs of the media, developing and articulating powerful messages, identifying and using "trap" questions and nurturing a professional relationship with journalists. This portion of the workshop is presented using computer-animated slides and pertinent audio-visual material. A manual summarizing the workshop content is provided to each participant. The workshop covers the following areas:

- \* Understanding the media and their needs
- \* Negotiating with reporters
- \* Preparing for interviews
- \* Identifying target audiences
- \* Structuring information
- \* Delivering "sound bites"
- \* The art of "bridging"
- \* Taking advantage of "trap" questions
- \* Working proactively with the media

#### **Class size**

In order to provide optimal personalized coaching, each workshop is limited to six participants. For larger groups, two instructors lead the workshops.

#### **Technical requirements**

The workshop is usually conducted on the client's premises. The basic equipment requirements are tables, chairs and a projection screen. We provide projectors; cameras; speakers and microphones.



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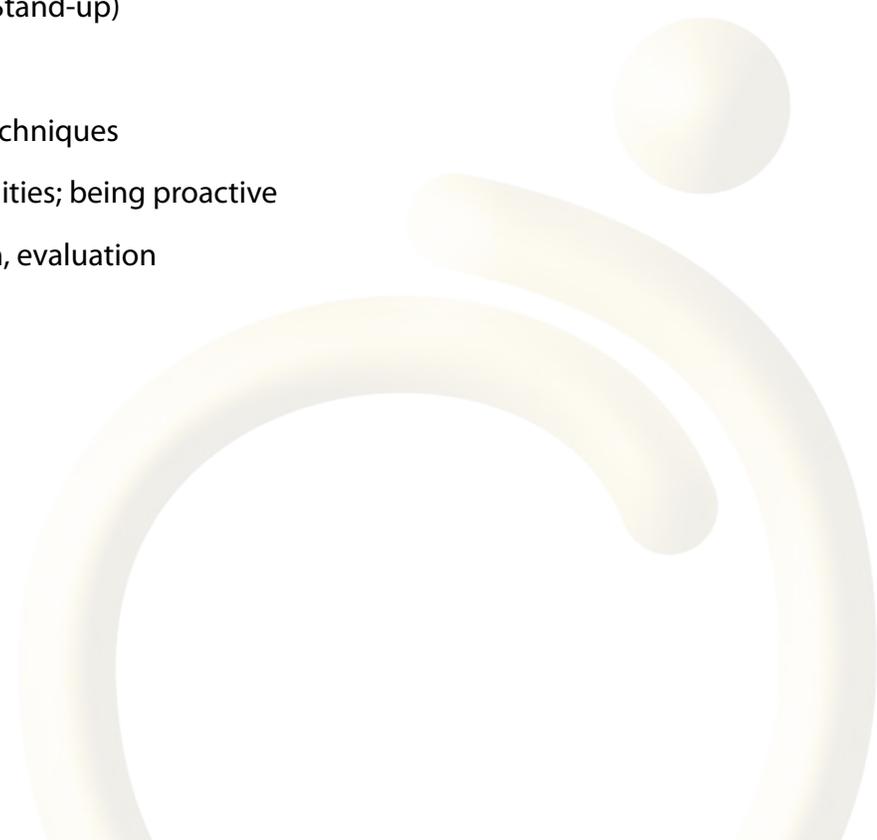
## **Positive Media Relations**

### **One-Day Workshop agenda**

- 08:30 Introduction, course outline, participants' expectations
- 09:00 Overview of the media, handling reporters, preparing for interviews
- 10:00 Coffee break
- 10:15 Exercise: First interview (Face-to-face)
- 11:00 Debriefing and critique
- 12:00 Lunch
- 13:00 Structuring information: target audiences, concerns, organizational values
- 13:45 Exercise: Developing three key messages
- 14:00 Dos and don'ts during an interview; telephone interviews
- 14:15 Coffee break
- 14:30 Exercise: Second interview (Stand-up)
- 14:45 Debriefing and critique
- 15:30 Trap questions & bridging techniques
- 16:00 Maximizing media opportunities; being proactive
- 16:20 Rights; recourses; conclusion, evaluation
- 16:30 End of workshop

Cost

Available upon request.





# Immedia Communications

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## About Us

Immedia Communications is a Communications consulting firm formed in 1994 and dedicated to meet the communications needs of its institutional and corporate clientele.

Our firm provides fully bilingual communications services, specializing in media relations and presentations skills training. Other services include strategic communications planning, development of internal and external communications tools, website design and development as well as media and special event management.

## Our clients include:

- BHP Biliton
- Cameco Corporation
- Canada Post Corporation
- Canadian Centre for Management Development
- Canadian Council of Technicians and Technologists
- Canadian Police College
- Canadian Red Cross Society
- Canadian Security Intelligence Service
- Cities of Ajax, Burlington, Caraquet, Gatineau, Halifax, Moncton, St-John, Yellowknife
- CRTC
- De Beers Canada
- Delta Media
- Department of Justice
- Emergency Preparedness Canada
- House of Commons
- Fire Prevention Services of Montreal, St-Laurent
- Government of Nunavut
- Government of the Northwest Territories
- Government of the Yukon
- Indian and Northern Affairs Canada
- Police services of Montreal, Québec, Laval, Chicoutimi, Brossard
- Public Works and Government Services Canada
- Quebec Provincial Police
- Royal Canadian Mounted Police
- Senate of Canada
- Transport Canada
- Treasury Board Secretariat
- Yellowknife Dene First Nation



**Immedia Communications**  
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**Laszlo M. Szabo**

**President  
& Senior Instructor**



Laszlo has worked in the communications business, on both sides of the microphone, for over thirty years.

He studied Journalism and Communications at Laval University, in Québec City, before joining the CBC as a public affairs reporter in 1975. He also worked as a reporter with the Canadian Press news agency in Montreal.

Laszlo moved to Ottawa in 1980 where he worked as press attaché and communications advisor to two federal Cabinet Ministers.

He later held several management positions with the Canada Post Corporation, including senior spokesperson and divisional manager of Corporate Communications.

In 1995, Laszlo launched Immedia Communications, a communications consulting firm specializing in media and presentation skills training, strategic communications planning and the Internet.

Immedia Communications provides customized training seminars and workshops as well as various communications services to a number of corporate and institutional clients including the Department of Justice, the House of Commons, the RCMP and Emergency Preparedness Canada.

Laszlo also delivers keynote presentations at various national and international events.