

ragan
Crisis
LEADERSHIP NETWORK

Media Training Member Benefit

As a member of Ragan's Crisis Leadership Network, you will receive the benefit of 2 hours of media training. Our partners at CommCore will prepare you and your senior executives for any type of media situation. CommCore's approach to media training is simple: It's not whether you will be quoted, it's whether you get the quote you want in the article, blog post or video report; and it's whether your audience responds positively to your presentation.

CommCore has prepared spokespersons for every type of interview from "60 Minutes", to trade press, to an on-line Q&A. The CommCore process includes:

- The Art of The SoundBite
- Planning for the specific interview – in-person, zoom, press conference, round table, investigative, ambush, round-up.
- Bridging and Blocking techniques for reporter questions
- How to exert more control in the interview
- Team work planning for interview

CommCore Crisis experience goes from Tylenol and helping J&J prepare for their reputation defense and product reintroduction, to counseling the Canadian government during SARS, to today's reputation and social media controversies. CommCore's PressureTest™ Crisis Simulation has been profiled in the [NY Times](#) and NPR. The work on all aspects of a crisis – planning and simulations, crisis war rooms and response and reputation restoration.

