



FosterHyland

## WHY MEDIA COACHING?

### *10 Reasons to Take the Time*

1. Eloquent and learned leaders can present a stirring speech but sometimes have difficulty understanding how to break their messages into short quotes or memorable sound bites.
2. The needs and demands of journalists are quite different from those of most other organizations. Media coaching includes a thorough discussion of the pressures faced by journalists and how to win at their game.
3. When the media calls, it is often because your organization is under the hot glare of controversy. Coaching provides the tools that leaders need to manage successfully through such times.
4. Leaders are given guidance on how to take control of an interview and how to avoid making damaging public comments that can hurt their personal and professional reputations.
5. Media coaching provides realistic approaches to pitfalls and problems. The program utilizes actual media interviewing techniques -- not purely hypothetical
6. Media coaching is confidential and allows leaders the opportunity to hone their media skills through repeated practice with trusted advisors.
7. Participants are given honest and constructive comments about vocal patterns, body language, grooming, grammar and other personality traits which may help or hinder good communications.
8. In the internet era, media interviews can live forever on YouTube®. Coaching helps to make your interviews the best possible.
9. Rehearsing for every media encounter is essential, but many leaders fail to prepare properly. Media coaching offers time-tested techniques for maximizing precious rehearsal time.
10. The skills reviewed in media coaching are applicable to all forms of communications -- including encounters with co-workers, sales calls, public forums, debates and investor presentations.

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