



MEDIA RELATIONS—Staying Cool When The Heat Is On—Outline

--The problem

--Why do so many struggle?

--How you can avoid this struggle

--Your message

- Telling your story
- How to answer
- Test your messages
- Delivering the message

--Simple truths to remember

--Dealing with the media—the interview

- Television interview
- Radio/phone/print interview

--Very Important Points (11 of them!)

--In closing

--Questions