



IFEA Webinar On Demand

Media Relations – Staying Cool When the Heat Is On

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We've all said things we wish we could take back, but when it comes to speaking with the media you always have to be on your "A" game. There is no room for slips of the tongue or stumbles. This session will give you some of the basic "Whos, Whats and Hows" of media relations. We will also discuss some Very Important Points that all who deal with the media should know. You will learn the proper techniques for preparing for and taking part in a media interview—what to wear, how to sit, etc. Remember it is not just what you say, how you say it is equally as important.

Scott Fraser is a veteran communications professional with more than 30 years of experience. As principal of Fraser Communications Group (FCG), he provides public relations, media relations, crisis communications, government affairs and voiceover talent for his clients who range from small non-profits, to international corporations. He has been hired to protect the reputations of companies in crisis, and gain positive public exposure for clients ranging from an emerging high tech company to established organizations in healthcare. Sought after as a public speaker, Fraser also is an adjunct professor at Salve Regina University in Newport, RI, teaching courses in Crisis Communications and Public Relations.

Length: 60 Minutes

Webinar On Demand will be sent as an online link.

Link will remain active for 7 days.

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Questions:

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