

# Media LINK - Media, Crisis Communications and PR



Associates  
International

A SEACOR Company

We have all seen the 'feeding frenzy' of the media when a story breaks which is bigger than the other items on the running order on the day. Your company could face a barrage of questions from many branches of the media..... financial crashes, product recalls, allegations of unethical trading, all stimulate interest to see if the issue has, in the well-known phrase, "more than 72 hours of life in it." And because of the explosion in media outlets it is no longer enough just to provide a press release and some soundbites. Increasingly, the media are asking....."don't just tell me, show me"

MediaLink uses trained journalists and a broadcast standard studio to school you in how to manage the media. You will be prepared for newspaper interviews; "down the line" radio interviews; being "vox popped" in the street and, finally, participation in a live TV debate. At the end of the session, there will be a critical review of what



you have done. Most importantly, you will be taught how to build relationships with journalists to your mutual benefit.

Covering all types of media challenge, the programme will also develop the communication skills of senior executives and build the right pathway for your organisation to plan media response to a crisis and, crucially, ensure the same key messages are being delivered internally....your employees are your best or worst ambassadors. In addition, telephone responders will be trained in how to field queries on the day both sympathetically and effectively. It can be delivered where you are or at our state of the art facilities elsewhere.

**MEDIA LINK: HELPING YOUR COMPANY PREVENT A DRAMA TURNING INTO A CRISIS**

For more information please contact us.

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LINK. Specialists in risk management for over 21 years.