

## Media Training



**Are you prepared?**

*It is our mission at Paladin Principle LLC to prepare your organization for success under the spotlight.*

Paladin Principle LLC is proud to offer comprehensive MEDIA TRAINING designed to provide business leaders, local government representatives and non-profit executives with the tools to successfully and accurately communicate a targeted public message to today's local and mass media.

Half and full-day training sessions are available.

Learn to undergo various media interview scenarios with real-world training that will enable you to protect and promote your organization's reputation and branding. Gain the confidence you need to control the interview under various conditions.

Be prepared for crisis communication under any circumstances.

- ◆ Preparation for TV, print and radio interviews
- ◆ Understand the media and your audience
- ◆ Perfect messaging and bridging
- ◆ Learn techniques and presentation style
- ◆ Avoiding the most common mistakes

*The reputation of a thousand years may be determined by the conduct of one hour.*

- Japanese Proverb

Paladin Principle LLC specializes in strategic and tactical solutions to meet your public affairs needs. Contact us for more information about Media Training or other services including Local Government Advocacy, Intergovernmental and District Advocacy, Economic Development Planning, and Executive Outsourcing through our Institutions Division.



*"Protecting Your Realm"*

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