

The Advantage

Levels the playing field and puts you in control!



Today, being prepared for the media is no longer optional!

Encounters with television news cameras and reporters can occur with little or no warning anywhere, anytime and in any conditions. That's when executives and professionals complain about being ambushed or quoted out of context, having no control and feeling embarrassed. Well, now you can take control of your message with **The Advantage** and communicate more effectively!

In our executive media training, we can simulate TV and radio ambush interviews, studio interviews, one-on-one briefings, press conferences, news briefings, remote interviews, telephone interviews, satellite interviews and webcasts. There is nothing we have not seen or experienced when it comes to the media and how it works. **The Advantage** participants come away from our media training better prepared and more confident to talk to the media. de La Garza Public Relations has been a pioneer in the area of media training and crisis communications for more than three decades. When you enroll in **The Advantage**, you're learning from the media experts.

"An incident, big or small, can be needlessly compounded if the CEO or company spokesman stumbles for lack of basic media preparation."

Henry A. de La Garza, APR

Please call (855) 225-5808 x101 to schedule **The Advantage**

Benefits from Media Training

- Gives you **The Advantage** over news reporters
- Keeps interviews focused on your message
- Enables you to control media interviews
- Turns negative questions into positive responses
- Sell yourself and your messages
- Defuse ambush interviews
- Teaches you how to say "no" to reporters



Who needs **The Advantage**

- Corporate Chairmen, Presidents and Chief Executive Officers, Presiding Officers
- Chief Financial Officers, Chief Operating Officers, Chief Risk Officers
- Vice Presidents and Directors of Public Relations
- Corporate Spokespersons
- Trade and Industry Leaders
- Marine operations managers, Safety managers, ship Captains
- Outside Plant General Managers
- Professionals, Business Owners
- Small Business Owners

The Advantage

Course Description

Our media training sessions are conducted in half-day and full-day increments.

Sessions include two or three interviews recorded in HD video.

Interviews are followed by instruction and critiques.

We suggest no more than five participants per class to provide adequate personal attention.

Each participant is issued a media training handbook which is loaded with helpful tips and a list of do's and don't's.

After the session, each participant receives a certificate of completion.

You will enjoy **The Advantage** in any future media encounters!

Testimonials for **The Advantage**

"I was very pleased with the training. I could see myself improving over the course of the three interviews."

S. Huttman, G&H Towing

"Very useful training and extremely realistic. Instructors have a vast wealth of experience."

S. Duncan, SPT

"This training is very useful and can help prevent mistakes with the media during stressful events."

K. Berry, LDH Energy

"Your program is a 'must' for anyone who may potentially deal with the media."

E. Aguirre, U.S. Ambassador-Ret.

"Very effective--surpassed my expectations"

M. Saunders, Galv-Tx City Pilots



The Advantage MASTER INSTRUCTOR Henry A. de La Garza's professional career spans more than 40 years as an award winning television news reporter and news producer, a trouble shooter and public spokesman for **AT&T**, and the director of communications and press secretary for the **Mayors of Houston and El Paso**. He served as a media advisor to the **1990 Economic Summit of Industrialized Nations**.

On September 6, 2010, Mr. de La Garza completed a 125-day assignment as a Field Public Information Officer and public spokesman for the Responsible Party and the Unified Command response to the Deepwater Horizon oil spill. Among his crisis communications assignments, he was a Public Information Officer at the three worst U.S. oil spills (**Cosco Busan** – 2007, **Eagle Otome** and **Mississippi Canyon 252** - 2010) since the **Exxon Valdez**. Mr. de La Garza is on-call 24/7 as the media troubleshooter and the spokesperson for a variety of maritime, energy, and industrial clients. He is a FEMA Certified NIMS PIO and carries a Transportation Worker Identification Card.