



Media Training

When Your Message Matters

Managing the media is just as important as how you manage every other part of your business; it demands strategy and hard work.

At Frank N. Magid Associates, Inc. we understand what drives the media because we train the media. In our 50-year history, we have worked with thousands of television journalists on presentation and effective delivery. We would like to share those techniques and strategies with you.

Our consultants have developed a training program that will put your people in control of any interview. Whether it is a television, radio, or print interview, in person, over the phone or via satellite, this training will offer in depth instruction on how to maximize their natural communication style. We will also introduce techniques and strategies to make sure the message received is the message you want to convey.

What gives us the edge? Something called The Imperative Technique. It's used by high-profile television personalities and corporate CEOs to bolster confidence and maintain focus, and we can teach it to you. The result is natural, confident communication that will benefit your interaction with the media and your employees; whether it's a conference call, a board meeting, a new client pitch or a presentation, this is a skill that will translate to every facet of your business.

Each and every session includes videotaped training and critique by our seasoned Executive Communication Consulting staff, all of whom bring real-world experience as reporters and media professionals to the process.

The Program

Media training

The Approach

Highly customized
Research driven
Individual or group training

The Goal

Compelling, persuasive communication

The Takeaways

The ability to handle tough questions

Concrete tools for controlling adversarial interviews

Increased confidence

Engaging, natural on camera delivery

Strategies for finding focus

How to give the perfect sound bite

The skill to control media relationships



Company Overview

Since its founding in 1957, Frank N. Magid Associates, Inc. has built a sound international reputation on being one of the most innovative firms in our field.

We apply the most rigorous research methods available to study behaviors, attitudes, and intentions for a variety of clients; including those in the media industry – Internet, publishing, cable and satellite television, wireless and radio – and those who make extensive use of consumer insights, such as retailers and medical service providers. However, our fundamental business is to provide the best customer service possible.

We currently service clients from our offices in New York, Minneapolis, Los Angeles, Chicago and our headquarters in Marion, Iowa.

Magid Quick Facts

- We serve more clients than any other strategic media firm, with thousands of individual communication coaching sessions, seminars on presentation skills and strategy sessions on interacting with the media.
- Frank N. Magid Associates, Inc. works with the nation's top CEOs and Fortune 500 companies.
- We have helped nationally recognized journalists rise to network-level assignments at ABC, NBC, CNN, Fox News and MSNBC. We train thousands of journalists every year.
- Our North American television division consults more than 120 local television stations from every angle.
- Our Entertainment division works with all of the major Hollywood studios and television networks as well as many video game publishers and console manufacturers.

Magid Media Training Clients As Seen On:

ABC's "World News Tonight"



NBC's "Today Show"



CNBC's "Closing Bell"

