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## SOUND BITES AND BLURBS

### One-On-One Practical Media Training

Thursday, Nov 8th, 9:00 - 3:00

Oregon Partnership

6443 SW Beaverton Hillsdale Hwy., Ste. 200

Portland, OR 97221

Only \$225, Including Lunch.

Space is Limited. Register Now!

Parking is Free!



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### Back By Popular Demand for Your Non-Profit...The Media Workshop That Gets Results!

**Objective:** To communicate messages effectively in a media environment or a public presentation.

**Structure:** Coaching sessions using studio and interview conditions led by OP Communications Director Pete Schulberg, who has had more than 30 years of experience in television, radio, print and public speaking.

#### Workshop Components:

- The art of breaking down your message and making it understandable to a general audience.
- The meaning of “relaxed intensity” and how it makes your audience want to listen to what you have to say.
- How to conduct yourself in a media interview using FCC: Focus/Conversational/Clarity.
- Simulating interview/speaking conditions.
- How the media works and what they want from you.
- Making nervousness work for you.
- What to say on the web.
- How to speak clearly and concisely, utilizing “sound bites.”
- How to speak to a live audience. The “dos and don’ts” that most speakers ignore but are essential.
- How to get the media and your audience to like you.
- Preparing for a media/public appearance. Self-critiquing.

To Register, email Danny Slifman at [dslifman@orpartnership.org](mailto:dslifman@orpartnership.org) or call 503-244-5211.