



The Lukaszewski Group

Management Consultants
In Communications

WE NEED A SPEAKER

PRESENTATION TOPIC DESCRIPTIONS

Charm School: 60 Minutes on Surviving News Interviews

If the news media are knocking on your door or coming at you with tough questions, or you need to learn how to survive news interviews, this is a crucial program for you and those who speak for you. If you or your organization is in the news, even a little bit, you need to hear this presentation. The exposure and scrutiny private and public organizations and companies receive by a relentlessly negative and competitive news media are increasing. Jim Lukaszewski brings a special perspective to knowing who reporters are, what news is, and why interviews can be as helpful as they can be damaging. Jim has coached and counseled hundreds of executives preparing to be interviewed. As a media expert, he is interviewed, many times each year himself.

In this interesting and highly interactive presentation, one of America's most well known and influential media relations strategists shares key insights, information, and advice for preparing and conducting interviews. And he offers pragmatic suggestions for dealing with the collateral damage media coverage can create. This unusual program offers critical insights from the interviewee's perspective into how to maximize interactions with the news media, stay in control, and yet be responsive to reporters' questions – all the while achieving important and powerful communications objectives.

Program Topics

- What makes news, news?
- Who reporters are . . . can they really save the world everyday?
- Where reporters come from and why they do what they do.
- Why reporters should be the last source for media relations advice.
- Control the interview, control your destiny.
- Avoid the typical interview traps.
- Learn what reporters believe about you.
- Be prepared; leverage off how little reporters know and how little they care.
- The seven key news interview survival steps

Special Note: If you can expand your program to 90 minutes, Jim will spend 30 minutes in the audience demonstrating his ideas and concepts in real time. This is incredibly memorable and powerful.

For Additional Information or to Schedule Mr. Lukaszewski Right Away

Please call us at 914.681.0000 to discuss your conference or meeting and speaker needs. Or contact us via E-mail at tlg@e911.com. Please describe the nature of your event, the audience, the date(s), time(s), and location, along with your name, title, organization, mailing address, E-mail address, direct telephone number, and facsimile number. We will respond promptly.