



ZEPPOS & ASSOCIATES  
INCORPORATED

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## COMPANY BACKGROUND

Zeppos & Associates, Inc. is a public relations and government affairs firm that strives to be the best, not the biggest. The firm has been recognized by its peers as the top local public relations agency to turn to in a crisis, and it specializes in media training, public and community affairs, crisis communications and special event planning. Zeppos & Associates has trained numerous individuals from large and small organizations, including CEOs, engineers, medical practitioners, lawyers and educators, and has also helped many organizations develop and implement crisis communications plans.

Zeppos & Associates has trained company spokespeople for interviews with media outlets throughout Wisconsin, including Milwaukee, Madison and Green Bay, as well as smaller markets such as Wausau, Eau Claire and Wisconsin Rapids. In addition, the firm has trained spokespeople for interviews with national media outlets, including:

- 48 Hours
- CNN Headline News
- USA Today
- Dateline NBC
- ABC News
- Time
- Court TV
- Forbes
- 20/20
- New York Times

## COMMENTS

### FROM PAST PARTICIPANTS

“It was so much more practical than I expected. I was able to actually use it the moment I got back.”

— Economic development officer

“Interesting, fun, informative, essential!”

— Manufacturing executive

“Very relaxed, non-threatening environment.”

— Cranberry marsh owner

“It helped me to build confidence and feel more comfortable knowing what to expect and how to handle situations.”

— International brewing company communications executive

“I have to say that I was really impressed. I thought the information provided was useful to me on a day-by-day basis. In fact, I immediately turned around and used it in a public meeting that I was scheduled to be at the week following the conference.”

— Spokesperson on energy issues

## MEDIA TRAINING



ZEPPOS & ASSOCIATES  
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SPECIALISTS IN PUBLIC RELATIONS AND GOVERNMENT AFFAIRS

## ON-CAMERA INTERVIEWS

One of the most practical aspects of the training is the chance to practice on-camera interviews. Working with a group of peers and members of the Zeppos & Associates team, participants in this break-out, hands-on session:

- Take part in mock interviews;
- Learn to stay on message; and
- Anticipate questions and prepare answers.

## A TYPICAL SESSION

Training sessions can be either a full day or a half day, depending on specific needs and client requirements. A typical session can include:

- Interview tips and tactics with video and print examples;
- On-camera interviews and mock news briefings
- Steps for handling media inquiries and preparing for an interview; and
- A brief overview of how the media work.

During a crisis situation, the media's needs change, and communicating quickly and effectively becomes paramount. Working with the media during a crisis has the potential to be a stressful situation. At the request of its clients, Zeppos & Associates also offers special media relations training sessions specifically targeted to crisis communications.

Crisis training participants learn the principles of crisis communication as well as important steps to take in a critical situation, including how to prepare a spokesperson, screen and prioritize media calls, and assemble a crisis communications team.

## Some companies want media attention, others prefer a low-key approach.

Sometimes, media attention is just what an organization wants to spread good news. At other times, it's simply unavoidable because of a negative situation beyond one's control. Learning how to work effectively with the media is important, and many companies and organizations throughout Wisconsin and other parts of the country have turned to Zeppos & Associates for customized media training programs.

A Zeppos & Associates media training session provides opportunities to:

- Practice on-camera interviews and receive coaching from experts;
- Learn practical and helpful tips for an effective interview; and
- Understand the differences between print, television, radio and on-line news reporters.

## MEDIA RELATIONS TRAINING

These customized, hands-on sessions give participants skills to work with the media successfully.

Zeppos & Associates' diverse team of professionals, which includes former reporters and editors from both print and broadcast backgrounds, tailors programs to fit specific needs. The firm's significant media experience allows it to present a practical, credible and realistic training program that participants consistently rate as a value-added service and a wise investment.

Media Training  
Seminar

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