

## **Executive Immersion Media Training**

### **One of Our Assignments**

When Lesley Stahl was spotted in a small Virginia town, one of our clients figured it was only a matter of time before Sixty Minutes would call about an issue involving his company. He was right. Stahl was there gathering information. After he contacted us for help, we quickly traveled to his company's headquarters to prepare his spokesperson – in this case, the chief environmental officer – for an appearance on what some people consider America's most feared TV news magazine.

Our coaching included providing the client with video of several environment-related stories Stahl had done in the past to provide an example of her interview style. We also reviewed effective media interview strategies with the spokesperson, and helped identify or refine some key messages. And we did a number of practice interviews – both sit-down and stand-up varieties – using one of our "reporters" who was not shy about matching Sixty Minutes' aggressive style of interviewing.