iReporting & iInterviews

Combining Social Media & Technology for Critical Communications

You Versus the Eye Witness
- Who will tell your story?
- Who has the best video and location?
- Who has the best factual information?

Social Media & the Web
- YouTube
- CNN iReports
- Email, Twitter, Facebook, etc

Technology
- iPhones, iPad, other smart devices
- Skype, WiFi, G3, G4

Technology Training
- B-Roll with natural sound & narration
- Lighting
- Arm's length shooting & where to look
- What is in the background & background noise
- Posting videos online

Media Training
- Don't talk to the media - Talk to the media's audience
- Know your opening lines & add context immediately

Refining your Message
- Write the headline and state the headline
- Write, plan and use great quotes
- Establish a 1-2-3 A-B-C logical progression
- Add context to your answer

When Answering Questions:
- Don't overload the answer with facts and statistics
- Don't rush to give an answer
- Don't repeat the negatives
- Keep stories short

About Your Trainer

With no electricity, 7 feet of water, 4 10-foot alligators, 50 dead animals and thousands of snakes, Gerard Braud used only an iPhone and Skype to broadcast Live video reports about Hurricane Isaac to CNN & The Weather Channel, pioneering a new approach to crisis communications.

His reports lead to a nomination as CNN iReporter of the Year and consideration for an Emmy Award.

Innovations like this are the reasons leaders on five continents consider Gerard Braud (Jared Bro) as their expert and trainer in crisis communications and media interview skills.

Gerard is the author of *Don't Talk to the Media Until... 29 Secrets You Need to Know Before You Open Your Mouth to a Reporter.*

As a spokesperson, Gerard has been quoted in more than 500 media outlets around the world and has been seen on television more than 5,000 times. He can even boast of creating a one-in-a-million front page quote, by applying the principles he teaches.

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