

In the 500-Channel Universe, Eventually They're Going to Get to You.

Be ready with **media**
CAMP

Presented by *Tactical Advice/Strategic Communications Inc.*

The 500-channel universe is full of risks and threats. *MediaCamp*, an intensive, full-day course delivered by professionals in a professional setting, is designed to get you ready to manage the media and turn threats into opportunities.

The course is delivered in three stages:

- *Media101* is an interactive introduction to the media and how they work,
- *MessageTrack* is a tutorial on developing and delivering a specific set of messages, and
- *PracticePlus* is a videotaped series of realistic media interviews with constructive critique and playback

Jim Maclean leads the MediaCamp course. He has years of experience in the news media, government, public relations, media relations and crisis management. He is an expert in helping clients identify and take advantage of media opportunities. He shows them how to deliver clear, concise, accurate information, especially during a real or perceived crisis.

MediaCamp sessions are produced at a state-of-the-art facility in downtown Toronto and are tailored to specific client needs. We thoroughly research the issues and then challenge participants on-camera in realistic interview sessions in-studio, in scrums and double-enders.

MediaCamp offers:

- *Experienced course leadership*
- *Realistic setting = more effective training*
- *Customized, full-day courses*
- *Competitively priced sessions*
- *High degree of personal attention*
- *Guidebook to media training & crisis management*
- *Professionally shot and critiqued video*

MediaCamp is unique. It's a totally hands-on day offering real-time training with media pros, under the bright lights in a professional, downtown facility, and real experience – the best teacher of all.

FOR FURTHER INFORMATION OR TO SIGN UP FOR *MediaCamp*, CALL OR EMAIL:

Jim Maclean, President, Tactical Advice/Strategic Communications Inc.

info@tascinc.ca

416-919-4319

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