



●●●●●●●● We're proactive communicators and avid problem solvers.

MEDIA TRAINING

The messages made for the auto-tune treatment. The angry walkout. The way-too-long drinks of water. Media appearances are remembered for their excellence or for their disastrous moments. Let's work together to avoid going viral for the wrong reasons.



Avid Core's media training is flexible and completely customizable to match your experience level and goals.

We cover:

- Best practices for print, audio, podcast, and video interviews
- Key message development
- Talking point construction
- Practice to identify your strengths and weaknesses
- Tips to refine your visual, vocal, and verbal performance
- Ways to reset your media mindset

Add-on Services:

- Clip Review and Media Monitoring
- Media Outreach
- Byline Article Development
- Public Speaking Training
- Social Media Training



Our Experience

Our team includes former journalists and magazine editors, turning that experience from the other side of media into expert advice for our clients. We've secured successful placements and interviews in local and national outlets.



Our team learned so much from Avid Core's media training, which was tailored specifically to our agency. The staff provided us with specific, applicable tools to help us prepare for interviews and deliver an impactful message."

—Dr. Renee Deboard-Lucas
TRUE Center

