



# Media Training – Basics to Advanced

*Master the Message. Control the Narrative. Be Media-Ready.*

In today's persistent media environment, your message can quickly make or break your brand, reputation, or cause. Whether you're a corporate executive, non-profit leader, elected official, or front-line spokesperson, being prepared to communicate with precision and authority is essential. At **OLSENFINLEY**, we offer practical, hard-earned insights from both sides of the media fence.

## Why **OLSENFINLEY**?

Co-Founder, Tom Olsen, brings decades of experience in media, government, communications and public affairs. He leads the firm's hands-on media training programs, designed for individuals and teams who need to understand the inner workings of the media and build confidence in delivering effective, consistent messaging.

Tom's media background includes:

- 20 years in Alberta's leading newsrooms as reporter, editor, and columnist.
- Legislature Bureau Chief for the *Calgary Herald* and *Edmonton Journal*, overseeing political coverage province-wide.
- Political affairs columnist with deep insider understanding of Alberta's political landscape.
- Introduced the Government of Alberta's first social media policy.
- Director of Media Relations in the Alberta Premier's Office, shaping and guiding government messaging at the highest levels.
- Lead strategist on media response and crisis communications for corporate clients in energy, healthcare, non-profits, and more.

Tom has trained leaders across Alberta and beyond, empowering them to handle media interactions across all platforms: TV, radio, print, digital, and social media.

## What Will You Say *When the Spotlight's on You?*

Our sessions go beyond theory. We offer real-world, reporter-tested techniques and simulations that reflect today's media landscape:

- What journalists need
- How deadlines shape interactions
- How to optimize social media
- How to deliver your message clearly - and stay on track under pressure

**Contact Us to Book Your Media Training Today**  
**403-990-2445 Tom@OLSENFINLEY.com**



Whether you're managing a good-news story or navigating a crisis, we help you seize the moment, own your message, and deliver it with confidence.

## Training Options

### 1. Half-Day Intensive

Core Skills for Confident Media Engagement.

This workshop builds foundational knowledge and practical skills for effective media interactions.

**Includes:**

- Understanding a journalist's world – what they need and how they work
- When and how to respond to media inquiries
- Media Pitch vs Media Release – what best fits the scenario?
- Podcasts - make them work for you
- Writing and sticking to key messages
- Body language and tone that reinforce your message
- Mock interviews with real-time coaching
- How to pivot back to your priorities
- Intro to:
  - Defining your audience
  - Writing a media release
  - Social media fundamentals

### Who Should Attend?

- Emerging media voices
- Executives and C-suite leaders
- Government officials and staff
- Spokespeople and communications teams
- Not-for-profit leaders
- Public-facing professionals

### 2. Full-Day Advanced Training

Performance-Driven Practice for Real-World Media Scenarios.

This full-day session expands on the half-day content and adds deep-dive coaching, especially around on-camera performance and crisis readiness.

**Includes everything from the half-day training, *plus:***

- Repeated mock interviews (live and recorded) with feedback
- Message discipline drills and on-message bridging techniques
- How to anticipate and prepare for tough questions
- Role-playing real scenarios you're likely to face
- Elements of a complete media release/media pitch
- Understanding your rights in a media interview
- Crisis communication essentials: what to say, how to say it, and when to stay silent
- Deep Dive social media - uses, misuses, risks and opportunities
- The face of your organization - key characteristics of a successful media relations person

*The media is always on.  
Be ready when your moment comes.*