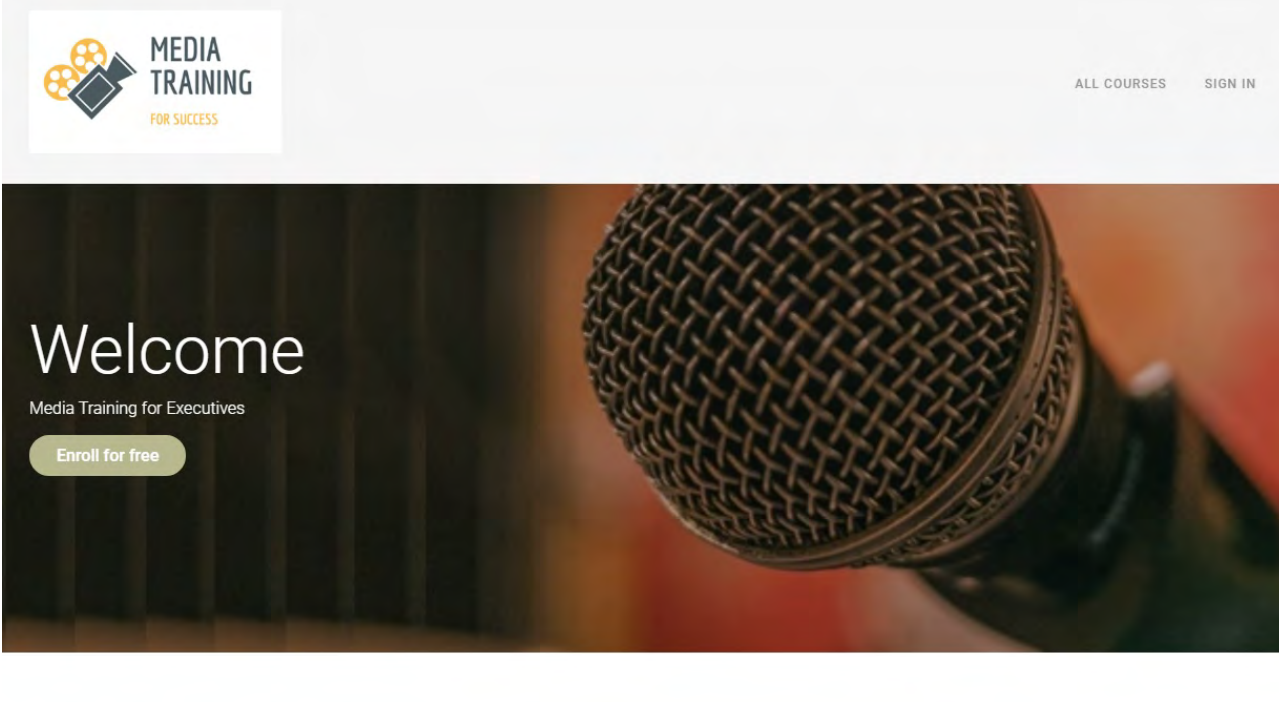
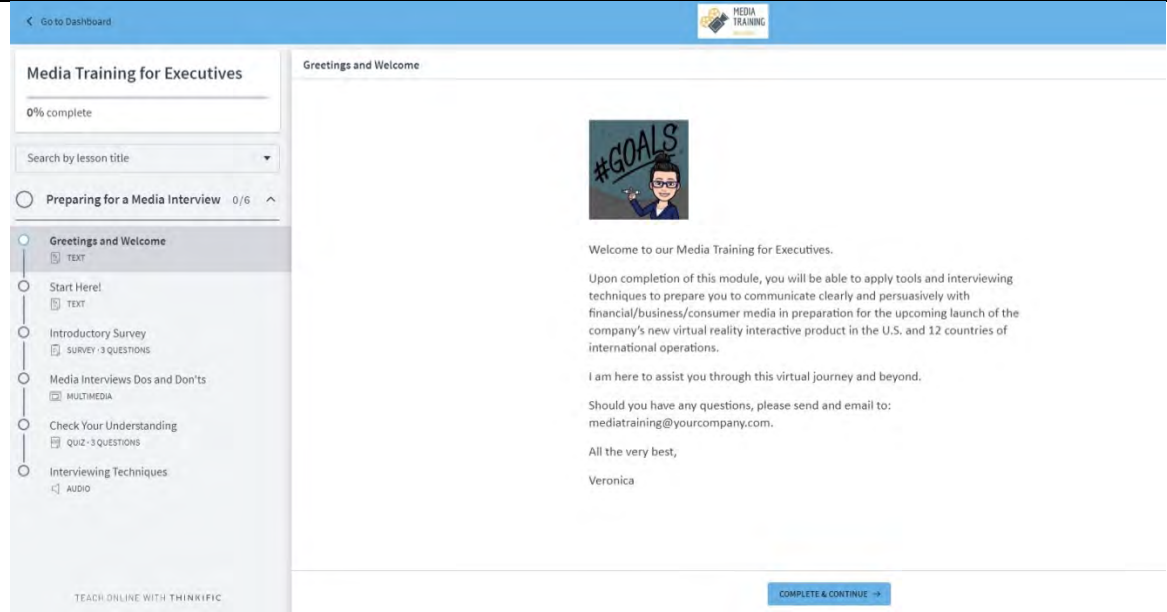
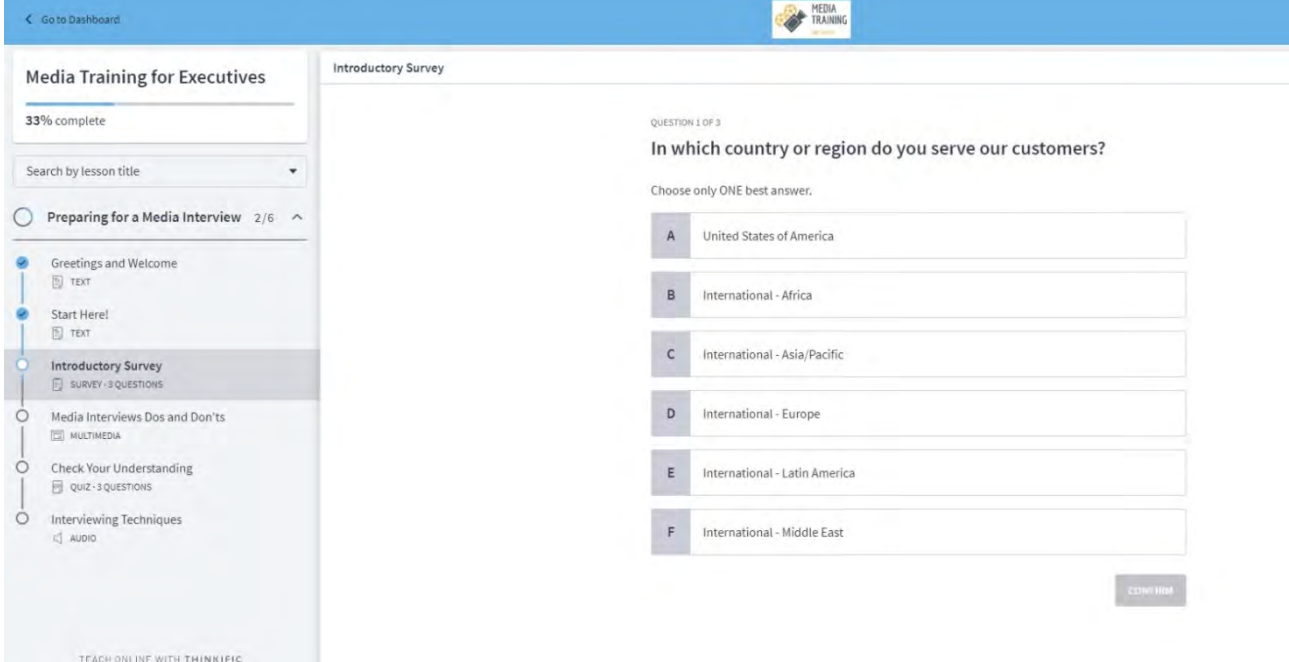
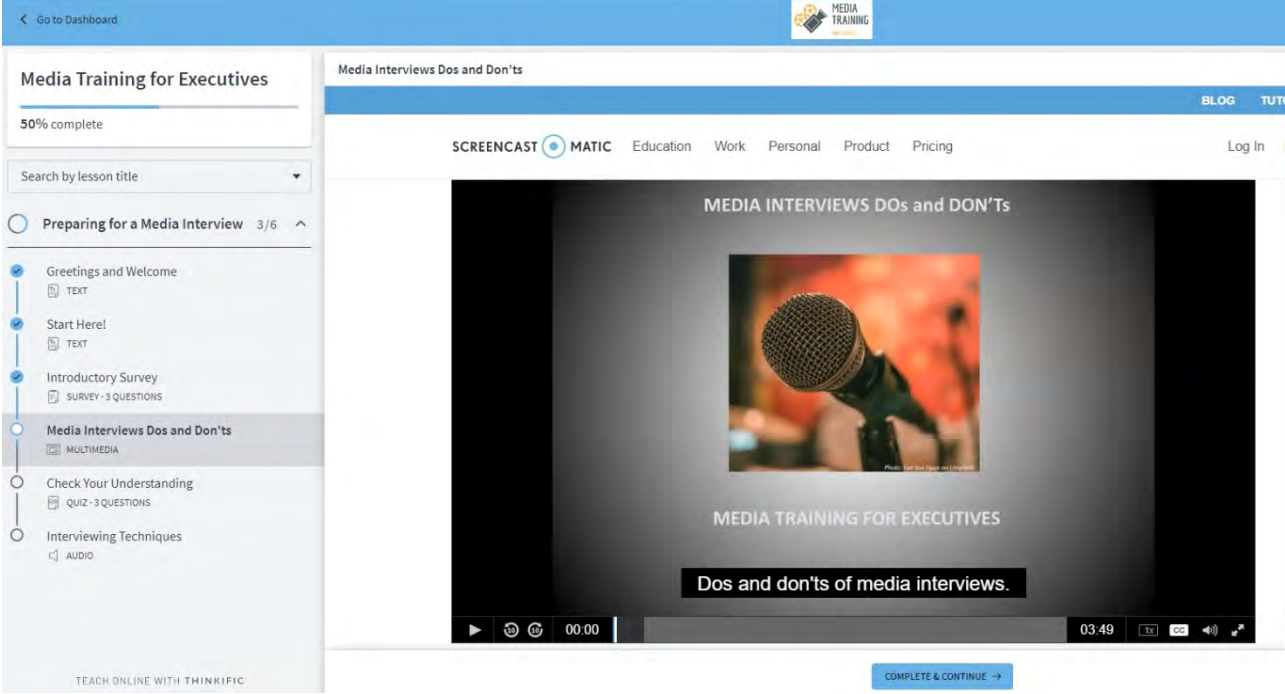
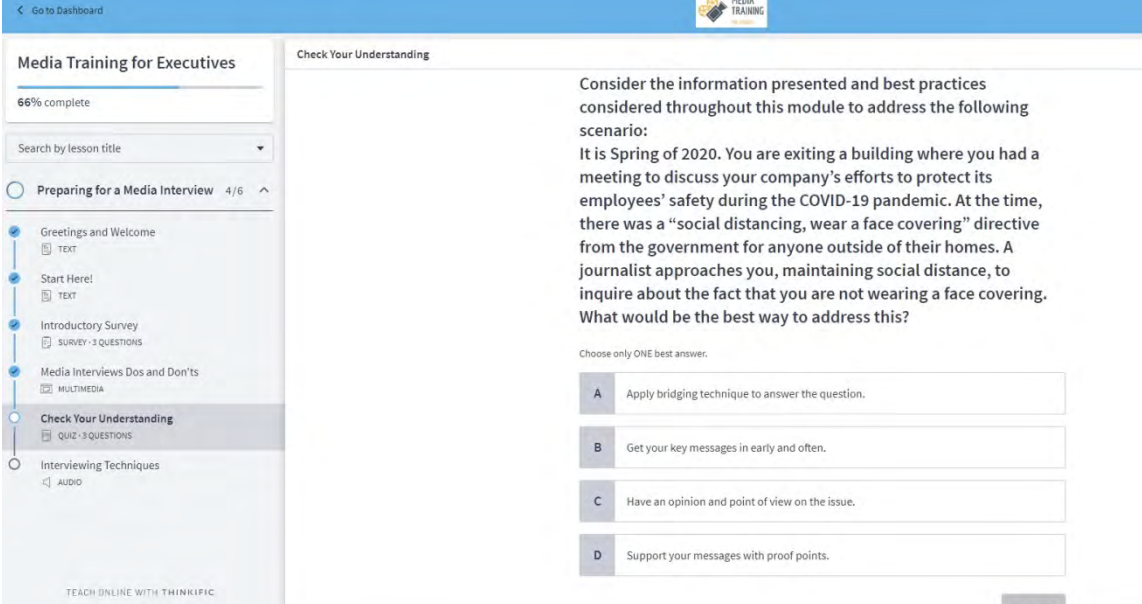


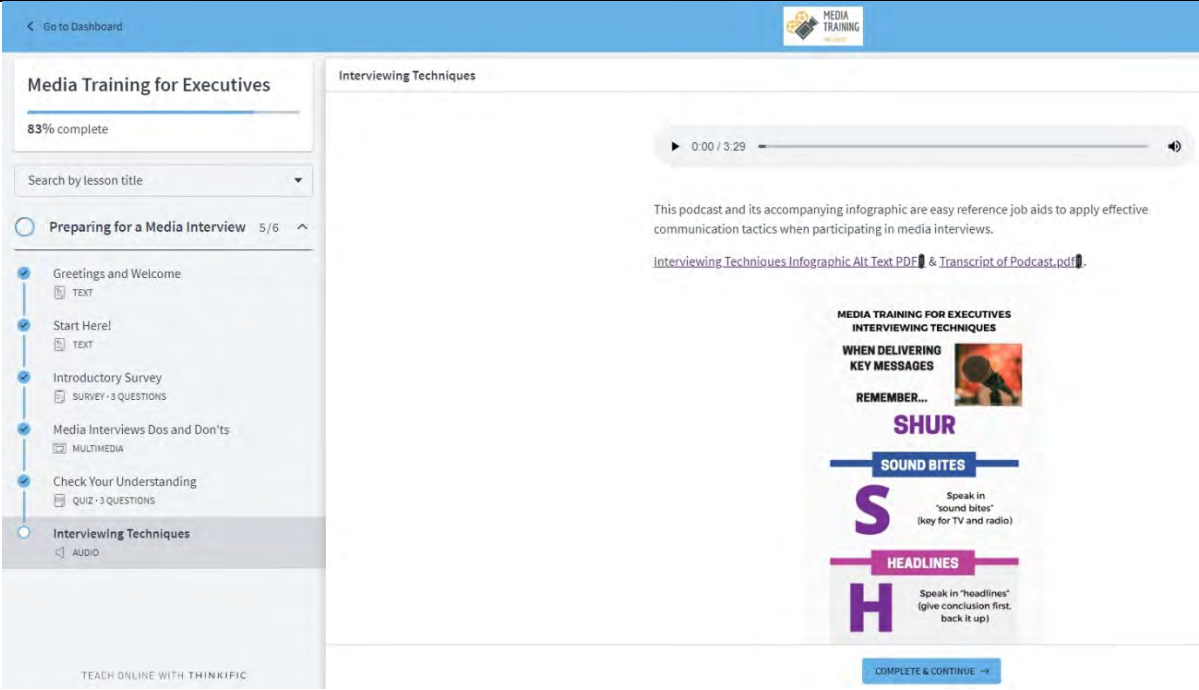
Media Training for Executives: How to Prepare for a Media Interview	M2L1S1 (Module 2, Lesson 1, Screen 1)
Date: April 18, 2020	
	<p>Narration: None</p>
<p>Learning/Instructional Goal: To provide learners (corporate executives and spokespeople) with the tools and interviewing techniques to apply in order to communicate clearly and persuasively with financial/business/consumer media in preparation for the upcoming launch of the company's new virtual reality interactive product in the U.S. and 12 countries of international operations.</p> <p>This is an interactive learning module created and hosted using the Thinkific authoring tool. It includes a Greetings and Welcome Page, an Introductory Survey, Media Interviews Dos and Don'ts video, a Check your Understanding quiz, an Interviewing Techniques podcast with infographic and a Successful Completion Congratulations page.</p> <p>Copyright © 2020 Veronica Diaz. All rights reserved. @veronicadiazdr</p>	<p>Notes:</p> <p>Media Training interactive module is available with a Free registration. The Thinkific site requires the creation of a free account. User to provide email address and password to create user account.</p>
By: Veronica Diaz @veronicadiazdr	

Media Training for Executives: How to Prepare for a Media Interview	M2L1S2 (Module 2, Lesson 1, Screen 2)
Date: April 18, 2020	
	Narration: None
<p>Learning/Instructional Goal: To provide learners (corporate executives and spokespeople) with the tools and interviewing techniques to apply in order to communicate clearly and persuasively with financial/business/consumer media in preparation for the upcoming launch of the company’s new virtual reality interactive product in the U.S. and 12 countries of international operations.</p> <p>Greetings and Welcome Page with invitation to participate in Introductory Survey.</p> <p>“#Goals” professor’s personalized avatar (with Alt Text) embedded on learning website.</p> <p>Interaction: “Complete & Continue” to move to next section.</p> <p>Copyright © 2020 Veronica Diaz. All rights reserved. @veronicadiazdr</p>	Notes: None
By: Veronica Diaz @veronicadiazdr	

Media Training for Executives: How to Prepare for a Media Interview	M2L1S3 (Module 2, Lesson 1, Screen 3)
Date: April 18, 2020	
	Narration: None
<p>Learning/Instructional Goal: To provide learners (corporate executives and spokespeople) with the tools and interviewing techniques to apply in order to communicate clearly and persuasively with financial/business/consumer media in preparation for the upcoming launch of the company's new virtual reality interactive product in the U.S. and 12 countries of international operations.</p> <p>Introductory Survey page. Three questions to learn more about the learners taking training: country of operation, role within the company and if they have taken a media training before. Two multiple choice questions and one free text question (role within company - optional question).</p> <p>Interaction: "Confirm" after answering each question, followed by feedback on correct answer.</p> <p>Copyright © 2020 Veronica Diaz. All rights reserved. @veronicadiazdr</p>	Notes: None
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Media Training for Executives: How to Prepare for a Media Interview	M2L1S4 (Module 2, Lesson 1, Screen 4)
Date: April 18, 2020	
 <p>The screenshot shows a course interface for 'Media Training for Executives'. On the left, a sidebar indicates 50% completion and lists lessons: 'Greetings and Welcome', 'Start Here!', 'Introductory Survey', 'Media Interviews Dos and Don'ts' (current), 'Check Your Understanding', and 'Interviewing Techniques'. The main content area features a video player from Screencast-O-Matic. The video title is 'Media Interviews DOs and DON'Ts' and the content shown is 'Dos and don'ts of media interviews.' The video player includes a play button, a progress bar at 00:00, and a 'COMPLETE & CONTINUE' button.</p>	<p>Narration: <i>(For entire narration, refer to Storyboard M1L1S1, Module 1, Lesson 1, Screens 1-9) dated April 1, 2020. Media Training for Executives: Media Interviews Dos and Don'ts).</i></p> <p>Summary: Dos and Don'ts of Media Interviews So, you're preparing for your next media interview. Here are some important things to do and things to avoid while giving a media interview. Let's review the do's and don'ts. These are the five things to do.... These are the five mistakes to avoid... In Summary... Say Yes to... Say No to... Here are some additional sources of information with more dos and don'ts. Follow these top 10 media interview tips and you'll be ready for your next interview. Good luck and great success!</p>
<p>Learning/Instructional Goal: Refer to M2L1S1 (Module 2, Lesson 1, Screen 1)</p> <p>Media Training Dos and Don'ts. This is a screencast video of a PPT presentation. There is narration throughout the video. The video is hosted on Screencast-O-Matic. The user clicks on video to start. Video runs automatically, with closed captioning and transcript available.</p> <p>Interactions: "Click" to start video. "Complete & Continue" to move to next lesson.</p> <p>Copyright © 2020 Veronica Diaz. All rights reserved. @veronicadiazdr</p>	<p>Notes: Female narrator with tempo and timing that allows for viewers to think about the content as it is being presented.</p>
By: Veronica Diaz @veronicadiazdr	

Media Training for Executives: How to Prepare for a Media Interview	M2L1S5 (Module 2, Lesson 1, Screen 5)
Date: April 18, 2020	
	Narration: None
<p>Learning/Instructional Goal: To provide learners (corporate executives and spokespeople) with the tools and interviewing techniques to apply in order to communicate clearly and persuasively with financial/business/consumer media in preparation for the upcoming launch of the company's new virtual reality interactive product in the U.S. and 12 countries of international operations.</p> <p>Check Your Understanding quiz. Three questions to assess the learnings related to the Media Training Dos and Don'ts. Questions are based on scenarios to apply learnings. Three multiple choice questions.</p> <p>Interaction: "Confirm" after answering each question, followed by feedback on correct answer.</p> <p>Copyright © 2020 Veronica Diaz. All rights reserved. @veronicadiazdr</p>	Notes: None
By: Veronica Diaz @veronicadiazdr	

Media Training for Executives: How to Prepare for a Media Interview	M2L1S6 (Module 2, Lesson 1, Screen 6)
Date: April 18, 2020	
 <p>Media Training for Executives</p> <p>83% complete</p> <p>Search by lesson title</p> <p>Preparing for a Media Interview 5/6</p> <ul style="list-style-type: none"> Greetings and Welcome (TEXT) Start Here! (TEXT) Introductory Survey (SURVEY - 3 QUESTIONS) Media Interviews Dos and Don'ts (MULTIMEDIA) Check Your Understanding (QUIZ - 3 QUESTIONS) Interviewing Techniques (AUDIO) <p>Interviewing Techniques</p> <p>0:00 / 3:29</p> <p>This podcast and its accompanying infographic are easy reference job aids to apply effective communication tactics when participating in media interviews.</p> <p>Interviewing Techniques Infographic Alt Text PDF & Transcript of Podcast.pdf</p> <p>MEDIA TRAINING FOR EXECUTIVES INTERVIEWING TECHNIQUES</p> <p>WHEN DELIVERING KEY MESSAGES</p> <p>REMEMBER... SHUR</p> <p>SOUND BITES</p> <p>S Speak in "sound bites" (key for TV and radio)</p> <p>HEADLINES</p> <p>H Speak in "headlines" (give conclusion first, back it up)</p> <p>COMPLETE & CONTINUE →</p>	<p>Narration:</p> <p>None</p>
<p>Learning/Instructional Goal: To provide learners (corporate executives and spokespeople) with the tools and interviewing techniques to apply in order to communicate clearly and persuasively with financial/business/consumer media in preparation for the upcoming launch of the company's new virtual reality interactive product in the U.S. and 12 countries of international operations.</p> <p>Interviewing Techniques podcast and infographic. These are easy reference job aids to apply effective communication tactics when participating in media interviews.</p> <p>Interactions: "Click" to listen to podcast. "Click" to download Infographic with Alt Text on PDF format and to download Transcript of Podcast. "Complete & Continue" to move to next lesson.</p> <p>Copyright © 2020 Veronica Diaz. All rights reserved. @veronicadiazdr</p>	<p>Notes:</p> <p>None</p>
By: Veronica Diaz @veronicadiazdr	

Media Training for Executives: How to Prepare for a Media Interview	M2L1S7 (Module 2, Lesson 1, Screen 7)
Date: April 18, 2020	
	<p>Narration: None</p>
<p>Learning/Instructional Goal: To provide learners (corporate executives and spokespeople) with the tools and interviewing techniques to apply in order to communicate clearly and persuasively with financial/business/consumer media in preparation for the upcoming launch of the company's new virtual reality interactive product in the U.S. and 12 countries of international operations.</p> <p>Successful Completion Congratulations page with information on how/where to ask additional questions.</p> <p>"You Got This" professor's personalized avatar (with Alt Text) embedded on learning website.</p> <p>Copyright © 2020 Veronica Diaz. All rights reserved. @veronicadiazdr</p>	<p>Notes: None</p>
By: Veronica Diaz @veronicadiazdr	