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CONTACT: DEBBIE LEVISON
MICHAEL J. LONDON & ASSOCIATES
203-261-1549

Connecticut Firm Launches Message and Media Training Courses

PR guru says, "The message is the messenger, too"

TRUMBULL, CT., October 7, 2014 – A leading public relations firm has launched a series of in-house workshops to help corporations engage the press, the firm announced today.

The Trumbull, CT– based firm of Michael J. London & Associates is offering a unique workshop series to help corporate spokespeople improve their media relations skills. Entitled "**The Message and the Messenger**," the workshops are part of an intensive, interactive program designed to help companies identify the messages they want to transmit and teach them how to deliver those messages for print and broadcast media.

"Corporate executives, attorneys and spokespeople need to realize that, when it comes to media, the messages they hope to convey are oftentimes synonymous with the messengers themselves," said Michael London, President of Michael J. London & Associates, a full-service public relations and marketing firm covering the tri-state area and Florida. "Critical, breaking news can get lost if a messenger cannot communicate effectively during an interview or public presentation of any kind."

"What is the core message you would like to impart? Can you create a powerful message in just a few seconds of air time or in a single headline? How would you handle difficult or uncomfortable questions from a reporter? How do you overcome nervousness, reduce interjections such as 'um' and 'you know,' and speak succinctly? These are skills that will readily translate into success and positive revenue for any company or individual," London said.

"**The Message and the Messenger**" workshops offer in-house training sessions led by London and his public relations team. Topics to be covered include:

- *How to perform in front of the camera
- *Print interview skills
- *Radio's unique requirements
- *Shaping your message
- *Going one step further with social media

The program can be customized to address the unique issues and challenges faced by an individual or company.

“Media people have their own distinct language – a language that can be *learned*,” London added.

London is himself a seasoned journalist and marketing professional who has won national acclaim for his work. He began his career in 1974 as a journalist, spending seven years at *The Hartford Courant*, as reporter, assistant business editor, and regional bureau chief.

He was spokesman for New England’s largest utility, developing and presenting company positions on television, radio, and in print. He then served a Fortune 500 company as Director of Corporate Relations, responsible for all external and internal communications.

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Michael J. London & Associates is a full service public relations, advertising and marketing firm based in Trumbull, Conn. Since its inception in 1990, ***Michael J. London & Associates*** has attracted a diverse clientele that ranges from large corporations to small start-ups.