

Marty Appel Public Relations

Marty Appel, President, with over 30 years of Public Relations Experience, including leadership positions at the New York Yankees, the Baseball Commissioner's Office, WPIX-11, and at the Atlanta Committee for the Olympic Games

Jerry Schmetterer is the Director of Public Information for the Kings County District Attorney's Office. He has over 25 years media experience having been an award winning journalist as a reporter and editor at the Daily News, NY Post, WPIX-11 and CNN. In addition he has extensive experience in crisis management as Executive V P of Dan Klores, Associates and as consultant to The Smithers Foundation, United Brotherhood of Carpenters, Patrolman's Benevolent Association and WeMedia

Sheldon Shuch, Ph.D., has over 30 years of experience as a teacher and school district administrator. He is a college professor and an educational consultant in the areas of program development, curriculum and instruction and communications

Juliet Papa is an award-winning reporter for 1010 WINS Radio, New York City, the top-ranked all-news station in the country. She has also reported for Channel 2 WCBS-TV news, appeared on Court TV, CNN, the Dan Abrams' Report (MSNBC), Rivera Live (CNBC) and other talk/news/information broadcasts

Marty Appel Public Relations



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We specialize in

- Crisis Management
 - Public Relations
 - Public Speaking
 - Press Releases
 - Media Training

Strategies include:

- ❖ *Interactive simulations with professional journalists and crisis managers*
- ❖ *Mock interviews coached by media experts*
- ❖ *Role playing opportunities*
- ❖ *Question and answers with professional reporters and editors*

We help by teaching you

- ❖ *How to handle an interview*
- ❖ *How the media operates*
- ❖ *How to get your story out*
- ❖ *How to deliver your message*

Our Programs include:

I. Crisis Management: What to do when the media is at your door.

You don't have to 'fess up' but never cover up!

- ✓ *Answering the tough questions*
- ✓ *Controlling the agenda*
- ✓ *Formulating a press release*
- ✓ *What it means to go "off the record"*
- ✓ *How to tell the truth*
- ✓ *Who should respond*
- ✓ *The consequences of not responding*
- ✓ *"Do's and don'ts during the interview process*
- ✓ *Turning the situation around*
- ✓ *Preparing position statements*
- ✓ *Establishing a media committee*

II. Developing Positive Media Interest and Support: What the press is looking for.

- ✓ *How to get your message out*
- ✓ *Media differences: print vs. electronic press*

[You reporters] should have printed what he meant, not what he said.

Earl Bush, press aide to Richard Daley

✓ *How the media works, learn the process*

✓ *What the press is looking for*

✓ *Establishing positive media relationships*

✓ *Reporters may not be your friends but they do not have to be your enemy*

III. Establishing Effective Communication Methods

✓ *Effective memo writing*

✓ *Body language do's and don'ts*

✓ *How to answer question's*

✓ *Public speaking techniques*

✓ *Developing lines of communications*

✓ *Addressing audiences according to need and purpose*

✓ *Getting the good news out*

Remember....

✓ *Never make excuses?*

✓ *Never blame others*

✓ *Never say "I don't know" or "No comment"*

✓ *Never lie*

As a leader you will take the fall so be prepared to show you have a plan to improve the situation