



Executive Media Coaching

Micomm Media Coaching – unique in the market

- Micomm Consulting offers a distinctive media coaching service unique in the market. Led by experienced trainer, former communications executive and journalist Mitch Innes, Micomm's Executive Media Coaching has supported hundreds of professionals in the public and private sectors, equipping them with the skills and confidence necessary for interviews across print, radio, and television platforms.
- A core component of our program is media literacy, fostering a comprehensive understanding of media operations. Clients' communication teams have noted that this approach bolsters their own work when executives truly understand how journalists work and think, clarifying how journalists evaluate psychological triggers during interactions which in turn shape story preparation and subject portrayal.
- Our methodology extends well beyond conventional media message delivery and rote repetition, enabling participants to perform confidently and better support their communications/media teams.
- We deliver an authentic studio experience in a client's own workplace, enabling participants to engage in simulated interviews, press briefings, and crisis communication exercises within a realistic media environment.

Training Content

Attendees are given instruction on the following

- Media Literacy: How newsrooms work and how journalists think
- Purpose of media coverage: Defining your strategic intent
- Core beliefs: Understanding your audience
- Developing “grabs”: How to position key messages in such a way as they demand to be used
- Interview templates: How to best control the interview
- Interview techniques and tricks, including pivoting back to key messages

Following the instruction, participants practice their learnings in real-life on-camera interview situations, with individual coaching. The trainees are encouraged to provide feedback to each other, with every participant given a professional copy of their performance to enable them to review and practice outside of the training session.





Our Media Coach

- Expert media trainer and communications strategist **Mitchell Innes**, a former senior journalist and producer with Nine News, facilitates our sessions.
- Mitch has more than 30 years' experience in the communications business. After beginning his career as a journalist Mitch entered the corporate sector, where he held leadership positions in some of the country's top companies.
- Mitch conducts media training for public and private sector clients, combining his knowledge of news outlets and the people who work in them with best practice corporate affairs to deliver clients' strategic reputational advantage.
- <https://www.linkedin.com/in/engagementspecialistbrisbane/>

Hear from our graduates

- Great balance of technical information and applying skills. The evolution of the interviews on camera was very practical and helpful.
- It was a very insightful and engaging course which will assist across many aspects of work.
- Excellent course with a lot of transferable skills.
- Mitch was great in his teaching methods and kept it real. The advice provided was relevant and practical, putting myself at ease and showing how to be comfortable and get my message across when being interviewed. It was great.
- Resources, experience and wisdom Mitch shared was exceptional.
- Great training and feel a lot more confident if I was ever asked to help out with media
- Trainer was extremely knowledgeable and presented the training in a way that was informative and interesting for someone with limited knowledge and experience.



www.micommconsulting.net