

## Gene Randall

CNN National Correspondent

Media Training. Though confidentiality prevents disclosure of names, Gene Randall trains an expanding circle of clients on how best to meet the challenge of major media interviews. Using his background as a network TV news anchor, foreign correspondent, and national political correspondent, Randall has coached in a variety of areas ranging from politics, business, and education to healthcare, the environment, and national security. Among others, he has helped trade association and corporate executives, Congressional witnesses, and authors preparing for book tours. Gene's method is to pick up where other trainers leave off, by putting clients through a series of on-camera interviews that represent the closest thing they will get to their actual media appearances. It is a safe learning environment keyed by a real-world approach. Analysis, on the spot, allows a client to judge his or her effectiveness in getting a message across, and, as importantly, how to field unanticipated lines of questioning. Media opportunities should not be wasted, especially in time-sensitive situations. Let Gene Randall help you maximize those chances by leveling the media playing field. All-arrangements-made training sessions, even on short notice, can be held in any location convenient to the client.

Speech training is also available, with time-tested methods that enable business leaders and others to transform a major address from effective to compelling.

"Gene takes the time to gain a full understanding of our clients' issues and needs. Along with that understanding comes the unique perspective that only a former news anchor can bring. The end product: the most comprehensive, probing media training we could ask for. The results are highly measurable." – Jeff Oldham, Managing Director, 720 Strategies, Washington, DC

Event, Q&A, or Panel Moderator. A renowned television journalist, Gene Randall makes an ideal moderator for panel discussions and live focus groups. He is no stranger to the twists and turns that a live interview or panel can take, and excels at maintaining high energy and keeping participants on track. His prepared questions help audiences see all sides of an issue, and he provides a third-party outlet to ask the hard questions. Randall excels at framing a discussion and encouraging panelists to showcase their expertise.