

products

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Two days of four-hour sessions, one on one training, in theater, live on camera. Fife will immerse you in a realistic environment more challenging than you have ever experienced.

He will focus on providing you with the best answers to the worst questions. At the end of the sessions there is literally no question that you cannot answer effectively even when faced by the most difficult negative media interviews.

Fife specializes in moderate to conservative political messaging, media training, and media positioning. He prepares you to defend yourself, your beliefs and your company in the give and take realm in the American business and political arena. We pride ourselves in giving our clients the ability to handle any type of media question successfully and to develop effective offensive strategies.

Our client's receive complete copies of every session and access for short refresher sessions via conference call.