



COMMUNICATIONS

WEB

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PARTIAL LIST OF OUR MEDIA TRAINING CLIENTS

- // 3Cinteractive
// Charter Schools USA
// Citizens for Clean Energy
// Education Trust
// GE Healthcare
// Kmart
// Majestic Realty
// Marucci Sports
// Merrill Lynch
// Quest Diagnostics
// Radio City Rockettes
// Redbox
// Sears
// Tripp Scott Law Firm
// Univision

More than 35 pro sports and major college teams, including:

- // Atlanta Hawks
// Dallas Stars
// Atlanta Braves
// Atlanta Falcons
// Boston Celtics
// Boston Red Sox
// Chicago White Sox
// Miami Heat
// Nashville Predators
// New York Giants
// New York Knicks
// New York Rangers
// New Orleans Saints
// Texas Rangers
// University of Oklahoma
// University of Tennessee
// University of Georgia
// WWE



AVAILABLE IN SPANISH

Giving you the tools to maintain command and tell your story in today's media landscape

Since 2009 we've conducted well over 100 media training sessions - from one-on-one meetings with executives, professional athletes, entertainers and coaches to presentations for pro and college sports teams and corporate groups.

KSC presentations are fast-paced, interactive and loaded with instructive videos, relevant real life examples and entertaining stories. We demonstrate how with the right mindset and preparation time, you can maintain command of any interview or Q&A session.

Before sitting down for a media interview or conducting an employee town hall, we review your messaging and provide the tools you need to effectively stay on message and tell your story in a way that connects with the audience and drives results. We'll teach you how to handle the difficult questions, as well as ensuring you have a crisp answer for the easy questions because these are important opportunities to drive your message. We'll enable you to practice on-camera in both one-on-one and mock press conference formats. We'll cover print and radio interview techniques and offer guidance on how to most productively use Twitter, Facebook, Instagram and other social media platforms.

Giving you the confidence to deliver presentations that are memorable and meaningful to your audience

Whether you are called upon to deliver keynote addresses and speak on industry panels or just want to do a better job running your staff meeting, we can help you connect with your audience and deliver a memorable message.

Our approach, which centers on simplicity and the power of storytelling, will show you how to use five easy steps:

- // Start with your audience
// Develop a structure that helps them stay engaged
// Connect with an attention-getting opening
// Make your two or three key points
// Leave the audience with a call to action

We'll show you how to make the most of your post-speech Q&A sessions, discuss the impact of the real-time use of social media during your presentations and cover the "Dos and Don'ts" of PowerPoint. We'll also explain the best ways to practice your remarks, including, if relevant, the use of a Teleprompter.

For more information about media training & presentation coaching, contact Kathy Wyatt at kw@ksullivancomms.com.

WHAT SETS KSC APART

OUR EXPERIENCE

- // The combination of our deep experience at the White House, the corporate world, in sports and on the air is unrivaled.
// Our experience enables us to quickly establish credibility and buy-in with any audience.

OUR APPROACH

- // Every training session is customized to help our clients reach their goals. We use relevant messages, issues and interview formats - with a focus on the power of storytelling.

OUR PRODUCT

- // Through the use of video clips and stories from both current events and our vast experience, we make the sessions both compelling and entertaining.
// We teach our clients how to ensure their messages break through the clutter. And by placing a healthy emphasis on the perils of citizen journalism, we help them prepare for today's social media-driven landscape.

STRATEGY // MESSAGE // RESULTS



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KEVIN SULLIVAN // FOUNDER

Kevin Sullivan provides strategic counsel, crisis planning and media relations help to an array of corporate, sports/entertainment and non-profit clients. Sullivan, who founded KSC in February 2009, is in demand as an experienced media coach and speech/presentation trainer.

Sullivan's career in communications includes the rare combination of government, corporate and sports experience at the most senior levels. As White House Communications director under President George W. Bush, Sullivan oversaw message development and communications planning. His responsibilities included oversight of the White House Web site, the rapid response operation and the production of Presidential events.

Previously, Sullivan served as the Senate-confirmed Assistant Secretary for Communications & Outreach at the U.S. Department of Education and as Senior VP for corporate communications at NBC Universal. As VP of Communications at NBC Sports, he led communications efforts for three Olympics. Sullivan got his start with the Dallas Mavericks, where he was regarded as one of the NBA's top public relations executives. He earned a bachelor's degree in management from Purdue University and a master's in mass communication from Iona College in New York.



BEN PORRITT // MEDIA COACH

In a career that has spanned the top levels of politics and corporate America, Ben Porritt has counseled and developed strategies for national campaigns both corporate and political. Porritt advised former Utah Governor and Ambassador to China Jon Huntsman during his 2012 presidential campaign and was a public face of the McCain-Palin campaign, serving as a national spokesman and senior advisor to the candidates during the 2008 presidential election.

Porritt is regarded by many political and corporate leaders as one of the nation's top media experts and has advised and trained some of the biggest names in politics, sports and entertainment on media relations and how to deliver your message when it counts.

Porritt has advised corporate executives from TPG, Merrill Lynch, and Disney and athletes and executives from numerous sports franchises including the Philadelphia Eagles, Phillies, the New York Yankees and MLB Network.

Since becoming affiliated with Kevin Sullivan Communications, Porritt has worked with companies and brands of varying sizes, advising them on corporate strategy ranging from corporate rollouts and brand development to crisis management and media relations. Porritt earned a Masters in Business Administration from the University of Southern California and a Bachelors of Science from Bradley University.



KATHY WYATT // MEDIA COACH

Kathy Wyatt is a veteran television news anchor, reporter, news director and producer. Most recently at KRQE-TV, the CBS affiliate in Albuquerque, Wyatt anchored two daily news programs. Her role included special assignment reporting for major news stories, from fires that ravaged the state to interviewing national political figures.

With KSC, Wyatt uses the experience she gained on the air, in the newsroom and in the community to help clients, particularly those in the media and entertainment fields, to deliver a more polished level of on-camera and public speaking performance.

Wyatt's broadcast career included work at major network affiliates across the country, including in Albuquerque, Toledo, Topeka, Roswell, N.M. and Yuma, Ariz.

She is a graduate of Purdue University with a Bachelor's degree in communications.



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