

**Executive Media Training for WHEN CRISIS STRIKES with
broadcaster and best-selling author, Mandy Wiener**

&

broadcaster and co-author of 'When Crisis Strikes,' Francis Herd

Training for media interviews and dealing with reporters before and during a scandal or reputational crisis

Part 1 – General Media Training with Mandy (approx 1.5 hours)

Understand the media landscape and how to land media-friendly key messaging. Learn how to prepare for interviews and how to deal with journalists, anticipate questions and know your rights. Build confidence and get the most out of any print, radio or television interview to ensure you are invited back!

Part 2 - Crisis Communications with Francis (approx. 1.5 hours)

The nature of the world we live in means a potential crisis lurks around every corner. But crises may in fact be a wonderful opportunity! Companies that have responded well through the media have built trust and some have even increased their profits. Understand how to respond when you're featured in a bad news story and tips to avoid crises in the first place.

Part 3 – Examples and Hypotheticals with Francis and Mandy (approx. 1 hour)

A workshop discussion around who got it right, who got it wrong and what you and your company can think about in terms of potential risks in future.

Part 4 – Practical – Getting in Front of the Camera (approx 2 hours depending on attendees, maximum of 8)

Mock TV interviews, friendly and/or hostile with prepared scenarios tailored for you. Post interview analysis based on recordings and feedback session.

Cost: R60 000 including videographer

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Mandy Wiener



Mandy Wiener is one of the country's best known and most credible journalists and authors. She currently hosts the Midday Report on 702 and Cape Talk and writes a weekly column for News24.

With a BA degree from Rand Afrikaans University (now UJ), Mandy launched her career at RAU Radio before interning at the 702 traffic desk and screening listeners' calls in the middle of the night. She then became a news reporter at Eyewitness News and after being held at gunpoint on her first story, she did not

look back.

Mandy worked as a multi award-winning reporter with Eyewitness News from 2004 until 2014, filing reports for Talk Radio 702, 567 Cape Talk, 94.7 Highveld Stereo and Kfm radio stations. Mandy specialises in investigative reporting and legal matters, having extensively covered both the corruption trial of former national police commissioner Jackie Selebi and the Brett Kebble murder trial. She has also earned a reputation for her work exposing South Africa's 'Underworld' reporting extensively on Czech fugitive Radovan Krejcir, Teazers boss Lolly Jackson and other mysterious murders.

She has won a number of National and Regional Vodacom 'Journalist of the Year' awards, has been 'The CNN African Radio Journalist of the Year' and has received several commendations in the Webber Wentzel 'Legal Journalist of the Year' awards. In addition, she has received the National Press Club award in the Radio Category and the Social Media category and was awarded the 'Rising Star - Women in the Media' award in 2011. With over 300 000 followers on Twitter, Mandy has also broken new ground for live tweeting court cases and stories on the social media platform. She is considered to be amongst the country's premier Twitterati.

On the writing front, Mandy was short-listed in the prestigious 'Alan Paton Sunday Times Literary Awards' for her book, 'Killing Kebble' which was a local publishing phenomenon, selling in excess of 100 000 copies. It was also chosen as Jenny Crwys-Williams' 'Book of the Year' in 2011. Mandy's second book, 'My Second Initiation', written with former head of the NPA Vusi Pikoli, was also short-listed for the Alan Paton award and was Crwys-William's non-fiction book of the year in 2013. In addition, Wiener is the series editor of 'The Youngsters' which features several young South African voices. In 2014, she published 'Behind The Door: The Oscar Pistorius and Reeva Steenkamp Story' with her colleague Barry Bateman. The book was released internationally and contained new, exclusive information about the trial. Mandy's book 'Ministry of Crime', about organised crime and the relationship with the police, was released in 2018 and sold over 10 000 copies.

Her latest book The Whistleblowers was released in October 2020 and advocates for a societal revolution in how we treat and protect those who speak truth to power in South Africa. It profiles several whistleblowers who have courageously come forward to expose corruption and wrongdoing.

She is mother to Sam and Ruby, has an untreatable obsession with sushi, loves to walk in the Wilds with her dogs Wanda and Cherry and colour codes her home library.

Francis Herd



Francis Herd is a television personality who has featured on some of South Africa's most-watched news programs for years. She is currently the co-anchor of The Fullview on SABC News. Francis has built a reputation as an accurate, fair and ethical broadcaster who can handle breaking news, the fray of politics and her speciality, business news.

After starting her career as a computer programmer, Francis decided to go back to university and follow her passion for journalism. At Wits, she was elected as Editor-in-Chief of the student newspaper, Wits Student, and rose to the task of reviving the paper with political debate and comedic fun. At the same time, she joined the news department at 702 Talk Radio in 2001. As a reporter, she was involved in several investigations that led to exclusive reports, such as an expose of the sale of roadworthy licences and inspectors taking bribes. She left as a news anchor and member of the senior team.

After a brief stint in the corporate world, Francis re-entered the media as a morning-show presenter at eTV. When South Africa's first 24-hour news channel was launched, she was there on the first day as a late-night news anchor on eNCA. In 2010, she was promoted to Business Anchor on the channel's flagship evening show, NewsNight.

Francis was head-hunted by the SABC to launch a new business show in 2013 and has held various roles at the public broadcaster since. She has been involved in covering major events such as the death of Nelson Mandela, several elections and a visit by then-Deputy President, Cyril Ramaphosa, to China. She attended the WEF meetings in Davos in 2016 and 2018. As well as interviewing local newsmakers, she had engaged with global leaders such as the UN Chief Antonio Guterres, Bill Gates, Howard Schultz, Thomas Pickety and Mark Cutifani. She is the regular and trusted face of the nightly news.

Francis holds a BA and BA Honours degree from Wits University and an MBA from the University of Pretoria's Gordon Institute of Business Science (GIBS). Before doing her masters, she had covered various companies involved in corporate scandals and interviewed CEOs who were defensive and taciturn and seemed to be making their situations worse. She often wondered how leaders could do better. As part of her thesis, therefore, she dived into the academic research around crisis management. She was awarded a distinction for her work that showed that CEOs who build relationships with journalists and are accessible can help their companies better weather a crisis. Her interest in crisis communications and leadership ultimately led to the book 'When Crisis Strikes: Ten Rules to Survive (and Avoid) a Reputation Disaster,' in collaboration with the then-GIBS Dean, Nicola Kleyn. It explores a range of crises in the age of social media with organisations ranging from a private school in Johannesburg to global companies like Boeing and BP and the multinationals involved in State Capture.

Francis is married to John and spends the best part of her day being bossed around by their two-year-old daughter, Celine.