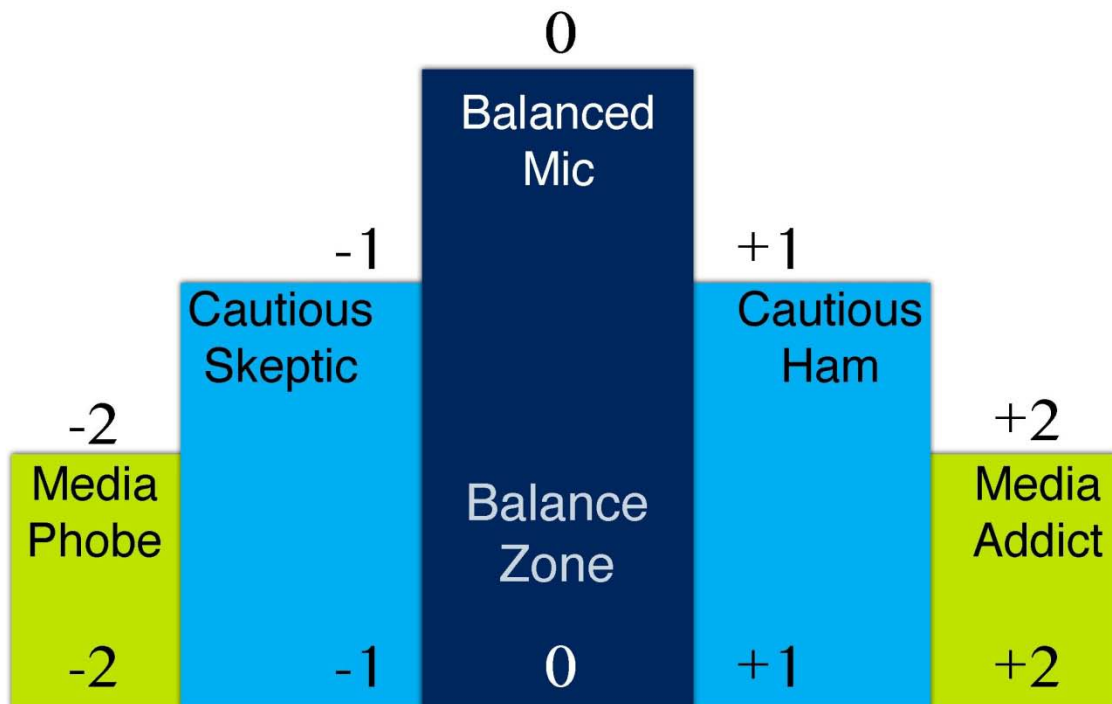


## The Balanced Mic Scale

The **Balanced Mic** program was developed to help executives understand how to find the right balance for effectively communicating their organizations' key messages. A "Balanced Mic" is an individual who understands the risks and benefits of prepared interactions with the media and is willing to continuously improve his or her skills



If your spokesperson team hasn't found the right balance, it's in your organization's best interest to learn from the experienced media relations professionals at Wiser Strategies, the developers of the Balanced Mic Scale and the **Balanced Mic Media Training Seminar**.

For more details (including descriptions of each of the media types), contact Nancy Wiser at [nancy@wiserstrategies.com](mailto:nancy@wiserstrategies.com) or 859-887-0866. Be sure to schedule your individual or team coaching session today.



**WISER** STRATEGIES

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