

**FOR:** The Quell Group

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**FOR RELEASE**

**FORMER AP EDITOR HEADS THE QUELL GROUP'S MEDIA TRAINING SERVICES**

**TROY, Mich., Dec. 8, 2011** — Randi Berris, the director of editorial services at The Quell Group, will head the agency's media training services, president and CEO Mike Niederquell announced today.

"With nearly 20 years experience in the news business, Randi will be able to offer our clients an insider's perspective on working with the media and what constitutes a news story," Niederquell said. "Her background in both print and broadcast journalism will be a valuable resource when she counsels our clients on how to prepare for media interviews, how to stay on point and what pitfalls to avoid."

Berris joined The Quell Group from The Associated Press, where she worked for more than 14 years; she was the Michigan news editor for 10½ years. Previously, she was a reporter and anchor at WNDS-TV in Derry, N.H., and morning anchor and news director at WXKL-AM&FM in Concord, N.H. She has a bachelor's degree in broadcast journalism from Syracuse University.

As head of Quell's media training services, Berris will conduct "what is news" orientation sessions for clients just getting started with media relations, as well as strategy-driven and issues-driven media training workshops. Topics will include what makes good and bad communication, key message development, interview tips and techniques, how the Web has changed the way people consume news — and what that means for key message development. The sessions also include on-camera practice interviews and critiques.

As Michigan's leading integrated brand communications firm, The Quell Group integrates strategic branding and positioning counsel with marketing and public relations services. Founded in 1994, the firm provides proprietary diagnostic tools to help companies *unknot*, *align* and *market*<sup>®</sup> their value proposition.

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